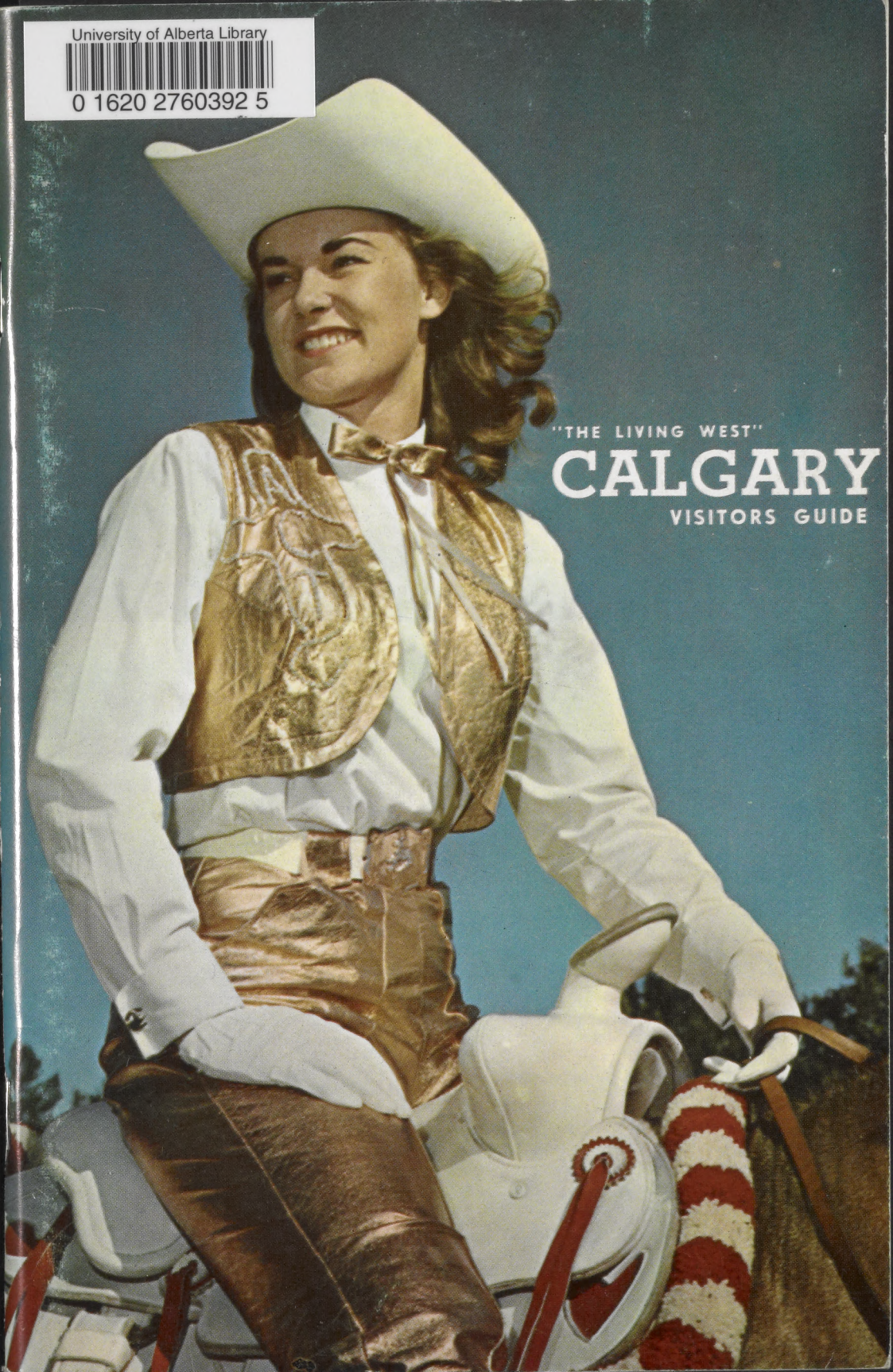


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"THE LIVING WEST"

# CALGARY

VISITORS GUIDE



There's so much for you at **EATON'S**



## This is a trip you can take in CALGARY

The elegant shops of Bond Street, the classic boutiques of the Rue de la Paix, the glamour of Rome's Via Veneto all have their reflection in Calgary. Where? Where else but at Eaton's, the store that shops the world for the newest, most intriguing things from every continent!

\*You know we don't just sit at home and wait for the world to come to us. Eaton buyers will log more than 2,000,000 miles of travel this year alone. And visit more than 27 countries. Eaton buying offices in New York, London, Paris, Belfast, Leicester, Manchester, Florence and Frankfurt will be keeping a

watchful eye on all these important markets, making sure that our roving Eaton buyers are tipped off about everything that's newest and freshest and nicest!

\*Although we buy 85% of our merchandise here at home, there's always a lively leavening of exotic imports in every Eaton store—and in the Eaton Catalogue, too. Things to wear, things to give, things to make your home more beautiful.

\*Like to try a lively round-the-world shopping spree? The bus leaves every day.

\***There's so much for you at EATON'S**

8th Avenue between 3rd and 4th Streets S.W.  
Carpark at 7th Avenue and 4th Street

Store Hours: 9 a.m. to 5:30 p.m.,  
open until 9 p.m. Thursday and Friday.



15-  
It's utterly frivolous for the Calgary Inn to have thick carpets, electric blankets and teak panelling.

*So go ahead and frivol.*

We went overboard when we built the Calgary Inn. (It's the newest, shiniest member of the Western International Hotels family.)

Start with our carpets, for example. Preferably in your bare feet. Did we need to get them so toe-wiggling velvety?

Did we need spectacular china in the Owl's Nest Restaurant? Did we have to insist on teak panelling in the lobby? And electric blankets in *all* the rooms? And ice machines on every floor?

No, we didn't need to. Other swell hotels get along without these things. But we wanted the Calgary Inn to be more than a swell hotel.

We wanted something unique. The kind of place where you can relax and sun yourself and bring the family, and do business and dance and eat marvellously.

And frivol.

*the Calgary Inn*

TELEPHONE 266-1611

FOURTH AVENUE WEST AND THIRD STREET

WESTERN INTERNATIONAL HOTELS





# CALGARY VISITORS' GUIDE

An Annual Publication of

THE CALGARY TOURIST & CONVENTION ASSOCIATION

HOSPITALITY CENTRE, MEWATA PARK, CALGARY, ALBERTA, CANADA

Doug Johnson, Manager

This publication is prepared as a public service by the Calgary Tourist & Convention Association, and its supporting business firms shown within. WE UNHESITATINGLY RECOMMEND EACH OF THE BUSINESSES LISTED.

Circulation 35,000

Volume 5

1964 - 1965

Photographs and articles in this book may be reproduced for the asking. Write the publisher at the above address.

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## OUR COVER

As deftly as an artist creates color and excitement on canvas, Master Photographer Walter Petrigio has used his camera to capture, in color, a perfect example of Calgary — The Living West.

Petrigio took the fresh beauty of Donna Thompson and the attractive contrast of horse, riding gear and clothing, surrounded by the incredible big blue Calgary sky, to provide our cover.

Donna Thompson, Stampede Queen, popular U.A.C. undergraduate and superb rider is typical of the friendly city — Calgary.



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Playground

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INDOOR POOL



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INDOOR AND  
OUTDOOR POOLS  
WADING POOLS  
TROUT PONDS  
GOLF  
PONIES  
GO KARTS  
PICNIC SHELTERS  
BARBECUES  
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RIDES  
CHECKER  
BOARDS  
HORSESHOE  
PITCHES  
ART GALLERY  
RESTAURANT  
TRAIL RIDES  
HAY RIDES

## IN WINTER

SKIING  
SKATING  
TOBOGGANING  
INDOOR  
SWIMMING POOL

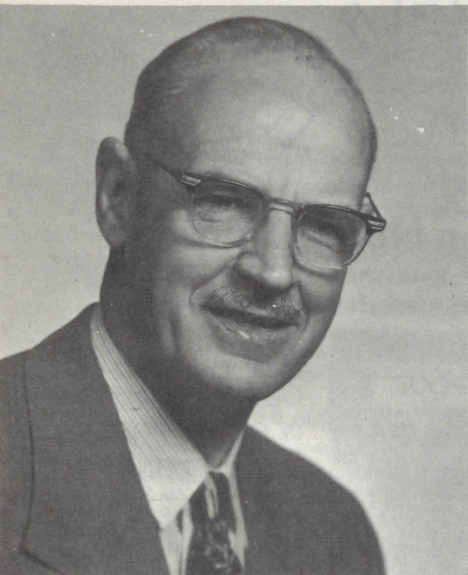
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# Welcome to Calgary



May I, on behalf of The City of Calgary, wish all travellers and visitors a happy holiday while in our midst.

Do enjoy your stay and come again.

GRANT MacEWAN,  
Mayor.

Howdy, Friends!

You're always a welcome guest in our city. To make your visit as completely enjoyable as it can and should be, don't hesitate to drop in at any of our free Hospitality Houses. The staff will be pleased to provide any literature or accurate information you would like.

FRANK McCool,  
President,  
Calgary Tourist &  
Convention Association.



On behalf of the Executive Committee and members of The Calgary Chamber of Commerce, may I, as president, extend to all visitors to Alberta, and especially to the City of Calgary, a hearty western welcome. May your visit be profitable and pleasant, and be sure to come again.

NIEL GERMAN,  
President,  
The Calgary Chamber  
of Commerce.



A stylized illustration of the Jade Palace restaurant. The building is green with a black roof and large windows. A large black sign with white text hangs from a pole. The sign reads 'THE Jade PALACE'. Above the sign is a decorative structure with a white roof and a green and white striped pole. The background is a solid green color.

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OPEN:

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Fri. - Sat., 4:30 pm - 2:00 am

Sun. - 4:00 pm - 9:00 pm

• FULLY LICENSED •



# The Story of Calgary

Calgary was born in the summer of 1875. A contingent of the Royal North West Mounted Police set up camp near the confluence of the Bow and Elbow rivers.

The name, Calgary, was chosen by Colonel J. F. Macleod commanding officer of the "Mounties". The name originates in Scotland, is Gaelic for "clear running water".

For eight years after the first camp was established, Calgary was only a minor trading post. Fort Walsh and Fort Macleod were the major centres to the south, with Rocky Mountain House active to the north.

Short as the history of Calgary may be, it makes a rich and lusty story. Reverend Father Lacombe was here when the R.N.W.M.P. arrived, already established as a friend of the Cree and Blackfoot Indians. Just to the west of the newly established post, Reverend John McDougall had a home with the Stony Indians. Overlooking what is now Glenmore Dam, Sam Livingstone had a cabin up, and a vegetable garden growing when the Mounted Police arrived.

It was the buffalo hunters, trappers and whiskey traders who were responsible for the R.N.W.M.P. coming to the west. The country was so wild and lawless, the government at Ottawa formed the special Redcoated, military unit now famous around the world to bring peace and law to the new territory.

In 1883, The Canadian Pacific Railway crept into Calgary, and the new settlement was on its way. By the end of that year, the population had reached 600.

Even the Riel Rebellion in 1885 did not stunt the growth of the town. By 1889, the C.P.R. had extended a branch line to Edmonton, and the population had risen to nearly 2,000. By 1891, there were 3,876 residents, and the town boasted such amenities as electric lights, and a water system.

A great ranching industry developed, with Calgary as one of the largest centres of cattle marketing. The lush grazing encouraged owners of tremendous herds to move north from the overgrazed United States ranges. A natural result was the beginning of the now huge meat packing industry in the city.

Free homesteads to settlers brought such a rush of pioneers to the area that by 1893 Calgary was granted a charter as a city. Farming joined ranching to give the city a thriving economy. In 1914, when oil was discovered just south, at Turner Valley, a new era of prosperity began.

Through the years, Calgary has continued to grow, now exceeds a 300,000 population. Ranching, farming, oil and industrial development has continued to give the city and area a sound economy, and the promise of future prosperity.

Warm friendliness and hospitality, a determined tenderness about the past and the bright future blend together to make Calgary a city unique. A city with a history — young but full of dignity.



Calgary 1875



Calgary 1964



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16 PIECES OF CHICKEN .....	\$3.25
HALF PAC .....	\$2.00

**IDEAL FOR PICNICS AND PARTIES  
GOOD — HOT OR COLD**

**FISH & CHIPS — FRIED JUMBO SHRIMPS**

COFFEE BAR & DINING SERVICE AT KENSINGTON RD. LOCATION

**THE FINEST CHICKEN YOU EVER ATE!!**





## Climate

Calgary's invigorating climate offers moderate rainfall, dry air, light snowfall, moderately cold winters and "Chinook" winds. The latter is a dry westerly wind from the Pacific, which has been known to raise temperature as much as 50 degrees in a few hours. This modifies what might otherwise be extended periods of low temperatures, and reduces snow conditions appreciably.

Low humidity the year around moderates both warm and cold conditions. This provides cool evenings during the warm mid-summer periods. Most people describe Calgary temperature as "exhilarating."

With a yearly average of 6 hours sunshine a day, Calgary has rightfully earned the title — "The Sunshine City."

### AVERAGE DAILY MINIMUM AND MAXIMUM TEMPERATURES

	JAN.	FEB.	MAR.	APR.	MAY	JUNE
Minimum	5	6	16	27	37	44
Maximum	26	28	37	52	63	68

	JULY	AUG.	SEPT.	OCT.	NOV.	DEC.
Minimum	49	46	39	30	18	9
Maximum	76	74	64	54	38	29



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GIVE-AWAY  
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- INDIAN VILLAGE
- LIVESTOCK EXHIBITION

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IN FRONT OF THE GRANDSTAND**

**AFTERNOONS** - Championship Cowboy contests featuring the top names in the Rodeo World - Racing with Pari-Mutuel betting - novelty infield acts.

**EVENINGS** - World famous Chuckwagon Races, Eight races each night. Stage Spectacular "Say It With Music" - climaxed by colorful fireworks display.

- ★ **Top Variety Shows in the Stampede Corral**
- ★ **Big Children's Day Show Friday Morning**
- ★ **Mammoth Western Parade Monday, 9 a.m.**
- ★ **Special Saturday Morning Roundup**

### CALGARY EXHIBITION & STAMPEDE LTD.

DONALD C. MATTHEWS  
PRESIDENT

MAURICE E. HARTNETT  
GENERAL MANAGER



In Calgary It's The

Caravan

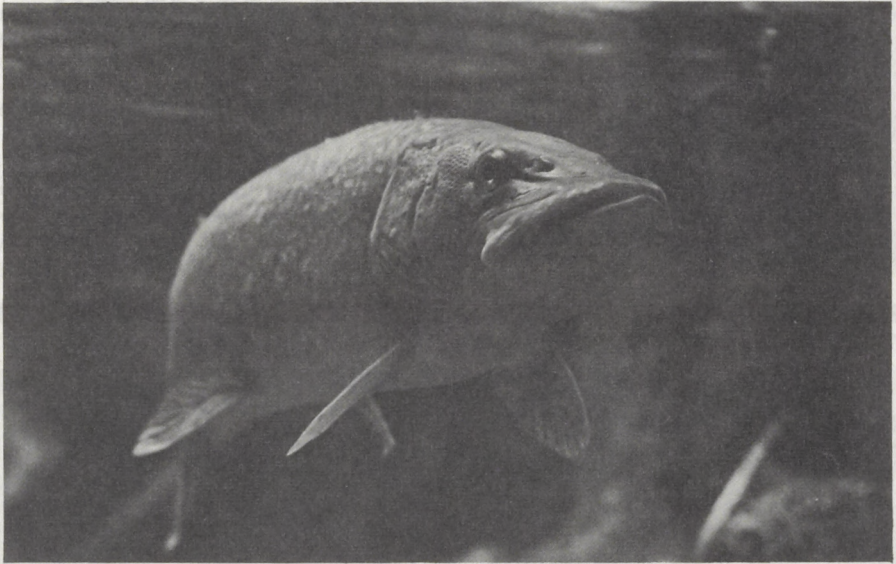
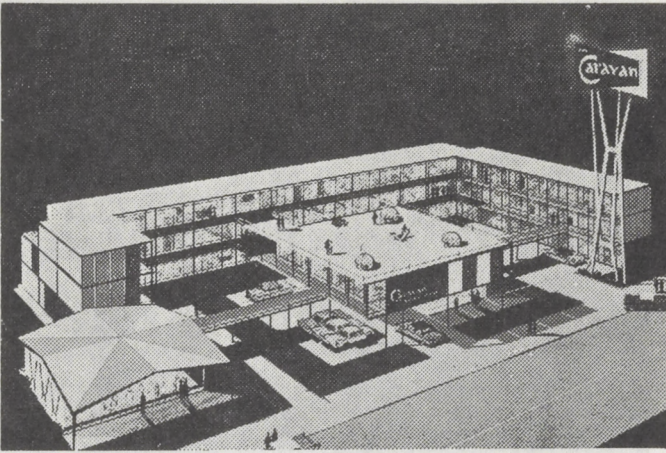
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HOTEL**

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*Smilin' Jack, one of the favorite exhibits in the fabulous  
Calgary Brewery Aquarium*

## STATISTICS AT A GLANCE

METROPOLITAN POPULATION (1963)	301,339	NUMBER OF SCHOOLS	135
ALTITUDE	3,438 feet	LIVESTOCK SALES (1963)	\$83,727,000.00
AREA, CORPORATE CALGARY, 152 sq. mi. (97,024 acres)		HOTELS	27
ANNUAL PRECIPITATION	16.87 inches (5.02 snow)	ROOMS	2,820
AVERAGE FROST-FREE PERIOD	110 days	MOTOR HOTELS	11
AVERAGE YEARLY SUNSHINE	2,202 hours	ROOMS	667
AVERAGE YEARLY MEAN TEMPERATURE	40.3 degrees	MOTELS	46
MOTOR VEHICLES (1963)	130,187	UNITS	785
BUILDING PERMITS (1963)	\$91,221,064.55	ORNAMENTAL PUBLIC PARKS	98
BANK CLEARINGS (1963)	\$8,123,609,475.00	TOTAL PUBLIC PARK AREA	618 acres
NUMBER OF CHURCHES	205		



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"Trade Winds Trio" plus  
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PHONE 252 - 2211

*The Big White Hat is the symbol of The Living West — Calgary*





## Centrally Located Churches

### Alliance Church

(Christian Missionary Alliance)  
17 Ave. & 1 Street S.W.

### Cathedral Church of the Redeemer (Episcopal)

7 Ave. & 1 Street S.E.

### Central United Church

(Union of Congregationalists,  
Methodist and Presbyterian  
Church in Canada)  
7 Ave. & 1 Street S.W.

### Church of Jesus Christ of Latter Day Saints

2021 - 17 Ave. S.W.

### First Baptist Church

4 Street & 13 Ave. S.W.

### First Church of Christ, Scientist

14 Ave. & 6 Street S.W.

### First Church of the Nazarene

126 - 14 Ave. S.W.

### Grace Presbyterian Church

15 Ave. & 9 Street S.W.

### House of Israel

18 Ave. & Centre St. South

### Jehovah's Witnesses Kingdom Hall

1814 - 15 Street S.W.

### Mount Calvary Lutheran Church

4 Ave. & 3 Street S.W.

### Pentecostal Tabernacle

928 - 8 Ave. S.W.

### Salvation Army Citadel

1 Street E. & 7 Ave.

### St. Mary's Cathedral

(Roman Catholic)  
18 Ave. & 1 Street S.W.

### Seventh-Day Adventists

19 Street & 13 Ave. N.W.

### Ukrainian Greek Orthodox

400 Meredith Road

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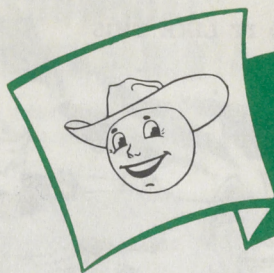
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- Picnic Box Lunches Available at Concession
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SERVING CALGARIANS FOR 17 YEARS





## Accommodation

### Hotels

**ALEXANDER HOTEL**  
Phone 262-4671

225 - 9 Ave. S.E. 108 rooms, 10 with bath. \$2.00 and up.

**BEACON HOTEL**  
Phone 277-7531

Centre St. & 16 Ave. N.W. 40 rooms, all with bath. Dining, cocktails, convention space, other amenities. \$6.00 up.

**BOWNESS HOTEL**  
Phone 288-4421

6404 Bowness Road. 24 rooms, all with bath. Dining, refreshments, other amenities. \$4.00 up.

**CALGARY INN**  
Phone 266-1611

3 Street at 4 Ave. S.W. 320 rooms, all with bath. Dining, cocktails, convention space, all other amenities. \$10.00 up.

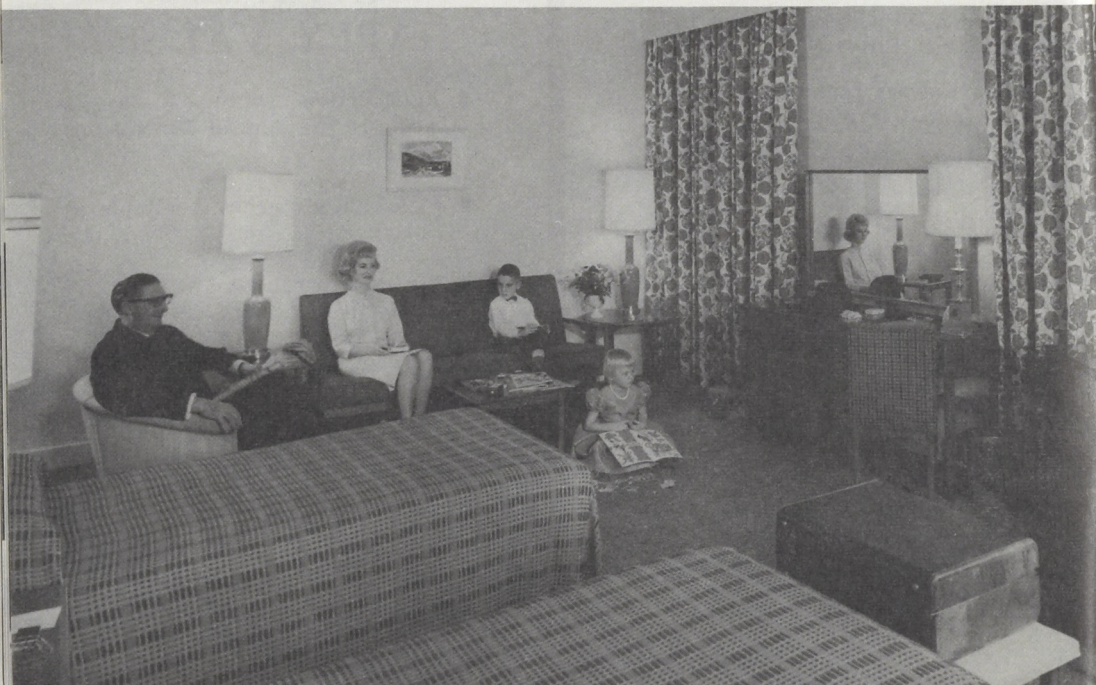
**CARLTON HOTEL**  
Phone 262-4651

126 - 9 Ave. S.W. 98 rooms, 50 with bath. Dining, refreshments, other amenities. \$4.00 up.

**CECIL HOTEL**  
Phone 266-2982

3 Street at 4 Ave. S.E. 57 rooms, 2 with bath. Dining and refreshments. \$2.50 up.

*You can find every type of comfort in Calgary's many fine accommodation centres.*





# AMYLORNE MOTEL

**par 3 golf course  
and driving range**

**No. 2 Highway, South**

Separate Units Consisting of:

Living Room

Bedroom

Kitchenette (complete)

Bathroom

Wall-to-Wall Carpeting

Maple Furniture

Posturepedic Mattresses

Complimentary T.V.



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**FOREST LAWN HOTEL**  
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**GRAND HOTEL**  
Phone 263-3555

**HOLIDAY INN**  
Phone 263-7600

**IMPERIAL HOTEL**  
Phone 262-2556

**KING EDWARD HOTEL**  
Phone 262-1680

**NATIONAL HOTEL**  
Phone 273-5717

**PALLISER HOTEL**  
Phone 266-8621

**QUEENS HOTEL**  
Phone 262-6887

**ROYAL HOTEL**  
Phone 262-9595

219 - 6 Ave. S.W. 93 rooms, all with bath. Dining, cocktails, other amenities. \$5.00 up.

124 - 9 Ave. S.E. 95 rooms, 17 with bath. Dining, refreshments. \$3.00 up.

35 Street at 17 Ave. S.E. 20 rooms, all with bath. Dining, cocktails, meeting space, other amenities. \$5.00 up.

316 - 9 Ave. S.E. 61 rooms, 4 with bath. Dining, refreshments. \$3.00 up.

6 Street at 8 Ave. S.W. 202 rooms, all with bath. Swim pool, cocktails, dining, meeting space, all other amenities. \$10.00 up.

2 Street at 9 Ave. S.E. 60 rooms, 4 with bath. Refreshments. \$2.00 up.

4 Street at 9 Ave. S.E. 96 rooms. Refreshments. \$1.25 up.

11 Street at 10 Ave. S.E. 33 rooms. Refreshments. \$2.00 up.

1 Street at 9 Ave. S.W. 460 rooms, all with bath. Dining, cocktails, convention space, all other amenities. \$7.00 up.

2 Street at 8 Ave. S.E. 80 rooms, 5 with bath. Dining, refreshments. \$3.00 up.

2 Street at 8 Ave. S.W. 104 rooms, 84 with bath. Dining, cocktails, all other amenities. \$5.00 up.





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- Restful Surroundings
- Moderate Rates
- Dining Lounge with River View
- Cocktail Bar
- Close to City Centre

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430 - 8 Ave. S.E. 48 rooms, 7 with bath. Dining, cocktails, other amenities. \$3.00 up.

**ST. REGIS HOTEL**  
Phone 262-4641

124 - 7 Ave. S.E. 100 rooms, 50 with bath. Refreshments. \$3.50 up.

**SHAMROCK HOTEL**  
Phone 273-5446

2101 - 11 Street S.E. 36 rooms. Dining, refreshments. \$2.50 up.

**VICTORIA HOTEL**  
Phone 262-3971

121 - 8 Ave. S.E. 39 rooms, 11 with bath. Refreshments. \$3.00 up.

**WALES HOTEL**  
Phone 266-1031

709 - 2 Street S.W. 179 rooms, 165 with bath. Dining, cocktails, all other amenities. \$7.00 up.

**YALE PLAZA**  
Phone 262-4604

Centre St. at 9 Ave. S.E. 69 rooms, 15 with bath. Cocktails, dining, other amenities. \$3.00 up.

**YORK HOTEL**  
Phone 262-5585

636 Centre Street S. 180 rooms, all with bath. Cocktails, dining, meeting space, all other amenities. \$6.00 up.

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Phone 276-2271

802 16 Ave. N.E. 60 units, 23 with kitchen. Swim pool, cocktails, dining. \$9.00 up.

**CARAVAN**  
Phone 263-1010

414 - 4 Ave. S.W. 89 units. Cocktails, dining, other amenities. \$9.00 up.

**CROSSROADS**  
Phone 277-0161

2120 - 16 Ave. N.E. 65 units. Swim pool, cocktails, dining, other amenities. \$7.00 up.

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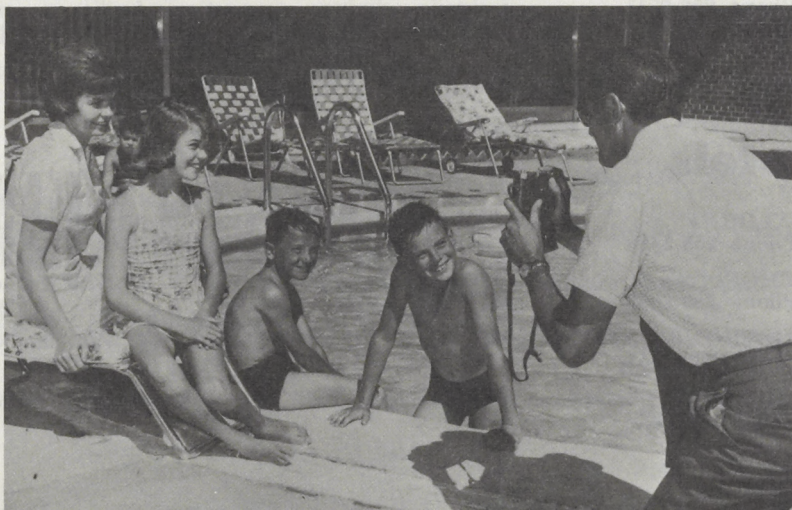
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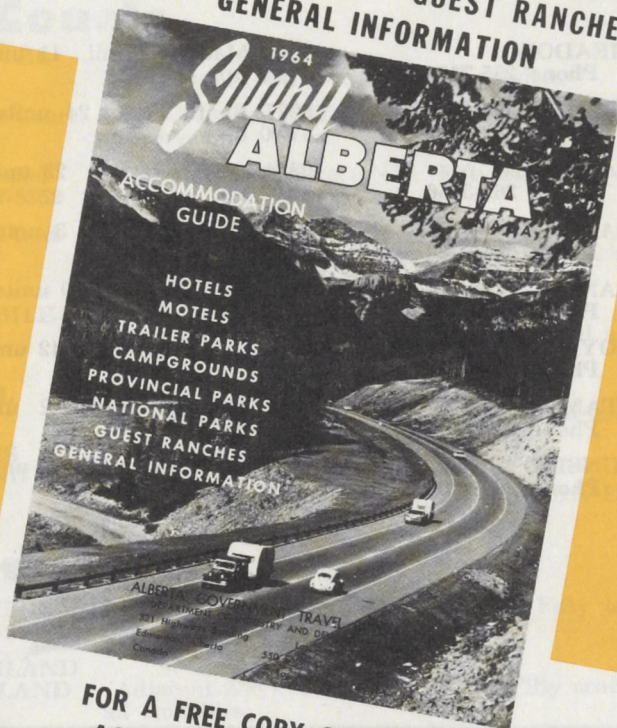






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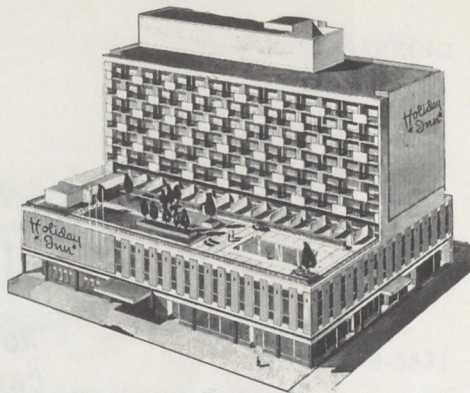


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Bill Lamb, President 279-4636

### AD AND SALES CLUB

12:15 p.m. — Alternate Thursdays  
Palliser Hotel  
Roy Nourse, President 266-7111

### B'NAI B'RITH

8:30 p.m. — 1st Tuesday each month  
House of Israel  
Les Diamond, President 263-4360

### DOWNTOWN COSMOPOLITANS

6:15 p.m. — Mondays  
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Barry Davidson, President 263-3488

### GYRO CLUB

12:15 p.m. — Wednesdays  
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Austin Hay, President 262-3101

### JAYCEES

5:30 p.m. — Alternate Mondays  
Hotel Stampeder  
Vern Doten, President 269-6181

### KINSMEN

6:30 p.m. — Alternate Thursdays  
Al San Club  
G. E. McAllister, President 243-3421

### KIWANIS (Downtown)

12:30 p.m. — Mondays  
Palliser Hotel  
C. V. H. Bryan, President 263-5940

### KIWANIS (6 others)

For information call:  
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### Y'S MEN'S CLUB

6:15 p.m. — Tuesday, YMCA  
John Bradbury, President 283-0348  
282-5341

### KNIGHTS OF THE ROUND TABLE

12:15 p.m. — Tuesday  
York Hotel  
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### LIONS (6 others)

For information:  
Call D. Anderson 262-4274

### NATIONAL SALES EXECUTIVES

6:00 p.m. — 2nd Mondays  
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Bill Muir, President 263-1230

### ROTARY (Downtown)

12:15 p.m. — Tuesdays  
Palliser Hotel  
Myrl Courtright, President 289-7777

### ROTARY (Manchester)

12:15 p.m. — Thursdays  
Fort Calgary  
D. L. McNeill, President 269-1391

### ROTARY (North Calgary)

12:15 p.m. — Mondays  
The Highlander  
Jack Hebert, President 277-8586

### OPTIMISTS (Downtown)

12:15 p.m. — Thursdays  
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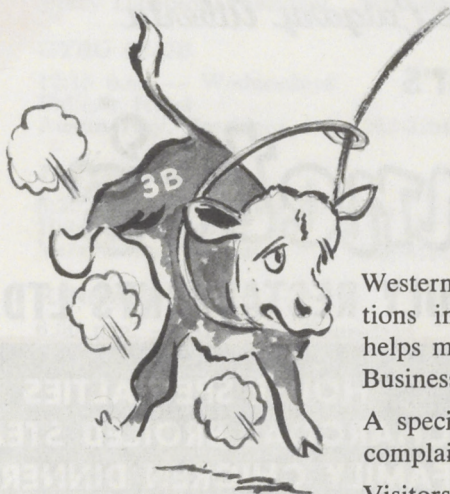
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## Clubs and Associations

S.P.E.B.S.Q.S.A. 421 - 12 Street N.W. Evening . . . .	263-0781 243-4500	Junior League of Calgary Mrs. R. M. Jefferies	255-0003
Elks B.P.O.E. Club 114 - 7 Ave. S.W.	266-5510	S. P. C. A. 115 - 35 Ave. N.E.	277-4097
Canadian Legion, BESL No. 1 116 - 7 Ave. S.E.	266-5388	Y.M.C.A. 332 - 6 Ave. S.W.	269-6701
Calgary Philatelic Society Sam Nickle	263-3255	Y.W.C.A. 223 - 12 Ave. S.W.	263-1550
Calgary Coin Association James C. L'Herault	263-3464	Calgary Zoological Society St. George's Island	273-2031
Calgary Bird Club E. D. Beacham	249-5811	Alberta Hereford Association Reuben Hamm, Secretary 2415 - 34 Ave. N.W.	289-6882
Calgary Fish & Game Association Stan Henders	277-4929	Calgary Sports Car Club Lionel Cook	269-6711
Better Business Bureau 611B - 7 Ave. S.W.	269-3905	Alberta Pioneer Auto Club Ed Pargee	244-3532
Calgary Philharmonic Society 3rd Floor, Hudson's Bay Co.	262-6984	Alberta Arms & Cartridge Collectors Association President: Larry Jones A. M. Millar	255-4396 266-3582
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**POINTS OF INTEREST**—listed in this book give many suggestions for your type of entertainment.

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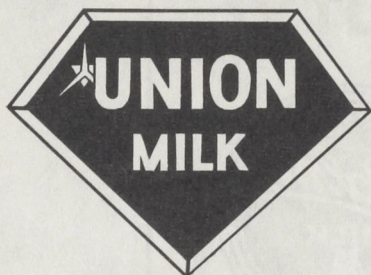
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Barney's Lounge—Stampeder Hotel,  
3828 Maclead Trail.

The Big Top—Palliser Hotel,  
9 Ave. & 1 Street S.W.

Black Knight Lounge—Wales Hotel,  
709 - 2 Street W.

Calypso Lounge—Beacon Hotel,  
16 Ave. & Centre St. N.

Crystal Room—York Hotel,  
7 Ave. & Centre St. S.E.

Fernando's Hide-A-Way—  
815 - 7 Ave. S.W.

Gay 90's Lounge—Crossroads Motor  
Hotel, 16 Ave. & 20 Street N.E.

Guvnor's Lounge—Guvnor's Grill,  
Royalite Building.

The Iron Gate—Holiday Inn,  
8 Ave. at 6 Street S.W.

Ivory Room—Imperial Palace,  
506 - 4 Ave. S.W.

Lamplighter Lounge—Carolina  
Restaurant, Chinook Shopping  
Centre.

Oasis Lounge—Caravan Motor Hotel,  
414 - 4 Ave. S.W.

The Paddock—Elbow Lodge,  
1851 Park Road.

Royal Scott Lounge—Highlander  
Hotel, 16 Ave. & 16 St. N.W.

St. Louis Lounge—St. Louis Hotel,  
8 Ave. & 4 Street S.E.

Sinbad Lounge—Trade Winds Motor  
Hotel, Macleod Trail at 66 Ave.  
S.W.

Toby Jug Lounge—Royal Hotel,  
708 - 2 Street S.W.

Winners Circle—Westgate Motor  
Hotel, 1111 - 33 Street S.W.

Above all, don't sit in your room and wonder what to do. Calgary Tourist and Convention Association is always pleased to help. Call 269-1677 for helpful suggestions to make your Calgary visit a real pleasure.





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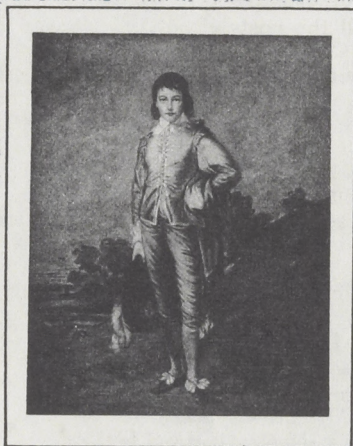
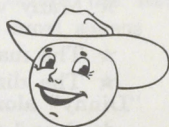




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The unique geographical location of Calgary provides unlimited opportunities for picture taking.

★ Many viewpoints (for details see Points of Interest) allow excellent city scenes from every compass point.

★ The many colorful city parks make ideal background for family pictures.

★ The dinosaurs of the Natural History Park are favorites of everyone. "Dinny" alone is the most photographed creature on earth.

★ Over 1,400 live exhibits in the zoo give continuous opportunities for unusual photos.

★ The massive 5934 Locomotive is always popular with photographers.

★ Horseman Hall of Fame and Aquarium challenge all camera users to take home permanent reminders of these delightful displays.

★ Heritage Park permits you to capture all the nostalgia of the pioneer days on film.

★ Many industrial plants, such as oil refineries, are perfect subjects for snapshots that are different — day or night.

★ The Calgary Stampede is tailor-made for either exciting action shots or unusual stills.

★ Happy Valley, Canada's largest man-made recreation park is just as the name implies — a perfect spot for Happy pictures.

There are many other places to go and things to do that are interesting enough to use your camera. Carry plenty of film and be ready any time — you'll have ample opportunity.

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BA Service Station — 75th Ave. & Macleod Trail

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- ☆ 16' Self Contained (with bathroom)
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- ☆ 19' Astro Dome (sleeps 5-6-7 with over-head Bedroom)
- ☆ Super 23' Tandem for people retired or semi-retired

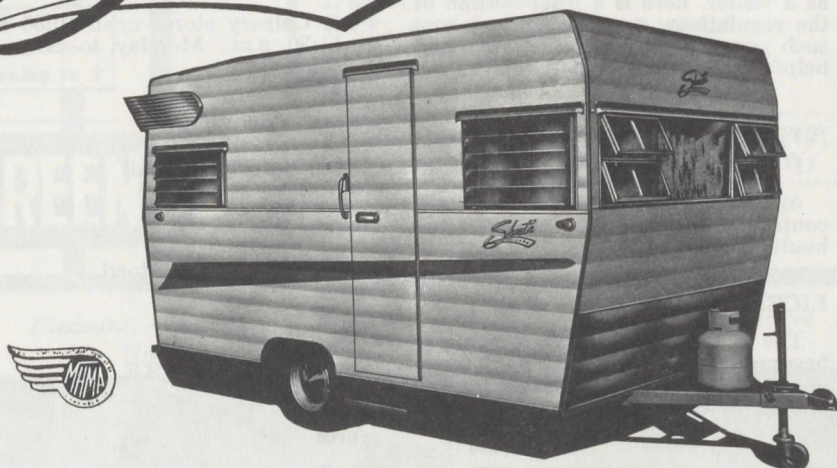
**ALL ON DISPLAY AT**

**2301 - Center St. N.**

**Daily Till 9:00 p.m.**

**Saturday Till 6:00 p.m.**

*Shasta Airflyte*



## Complete Propane & Fuel Service for the Travel Trailerist

Ice — Rest Rooms — Gas — Oil — Repairs — Electric Brake Service

Propane Gas — Towing Service for Car or Trailer

Limited Overnight Accommodation While Repairs Being Made

*Maps and City Information Always Available*

**24-HOUR MOBILE FUEL SERVICE**

**Robot Hitch Sales & Service Headquarters**

**NORCOLD REFRIGERATOR HEADQUARTERS**

# SHASTA TRAILER DROME

**Division of Propane Engineering Service Ltd.**

2301 - Centre Street North

CR 7-1088

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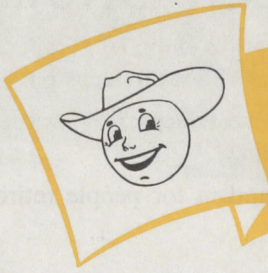
CR 7-7811

Emergency Phone — CR 7-1088

Texaco Gasoline Oils and Greases

**COMPLETE AUTOMOTIVE SERVICE**





## Liquor Regulations

Like all areas, Alberta has liquor regulations distinctive to the local situation. To make it easier for you, as a visitor, here is a brief outline of the regulations, sign terminology and such particulars as you will find helpful on your trip to Calgary.

### BOTTLE SALES:

(Liquor, wines, beer).

Available through government-controlled outlets only. Locations and hours listed below.

### LICENSED

The above name indicates alcoholic beverages are available. The terminology varies somewhat, but generally can be taken as follows:

**Licensed Premises or Tavern**—Beer only, as a rule. Can be consumed on premises or purchased by bottle or case for use in your own room.

**Licensed Lounge**—Usually indicates premises where full cocktail facilities are available.

**Dining Lounge** — Generally indicates premises where food as well as alcoholic beverages are available for consumption on the premises.

### BEER SALES:

Bottled beer can be purchased at all liquor stores, as well as most brewery sales outlets, and, as mentioned above, at all premises showing the sign, **LICENSED**.

Sorry, if it is confusing, friends, but that's it. If you have any difficulty finding what you want (in normal hours of course) call 269-1677 and we'll be happy to explain the situation.

### LIQUOR STORES

(Bottle Sales Only)

All Calgary stores open 10:30 a.m. to 11:30 p.m., Monday to Saturday inclusive.

#### South

6433 Macleod Trail

#### West

3919 Richmond Road

#### East

914 - 11 Street S.E.

#### North

1716 Centre Street North

#### South West

1140 - 17 Avenue S.W.

#### Central

826 - 5 Street West

#### North West

1838 - 14 Avenue N.W.

#### Forest Lawn

3301 - 18 Avenue S.E.,  
1:30 p.m. to 9:30 p.m.

#### Bowness

52 Bowness Shopping Centre,  
1:30 p.m. to 9:30 p.m.





*"At the sign of the Dinosaur"*

- DINOSAUR BONE JEWELLERY
- ORIGINAL ALBERTA HANDICRAFTS
- GENUINE HANDCRAFTED STONE JEWELLERY
- ORNAMENTAL SEA SHELLS

## UNUSUAL GIFTS & SOUVENIRS

TELEPHONE  
**269-3070**

HOURS  
Mon. to Sat.: 9 to 6  
Friday Evening to 9

*"Rockhound Headquarters"*

- EQUIPMENT MACHINERY & SUPPLIES
- JEWELLERY FINDINGS
- ROCKS FROM ALL OVER THE WORLD
- SILVERSMITHING TOOLS & ACCESSORIES
- INSTRUCTIONAL BOOKS OF ALL TYPES

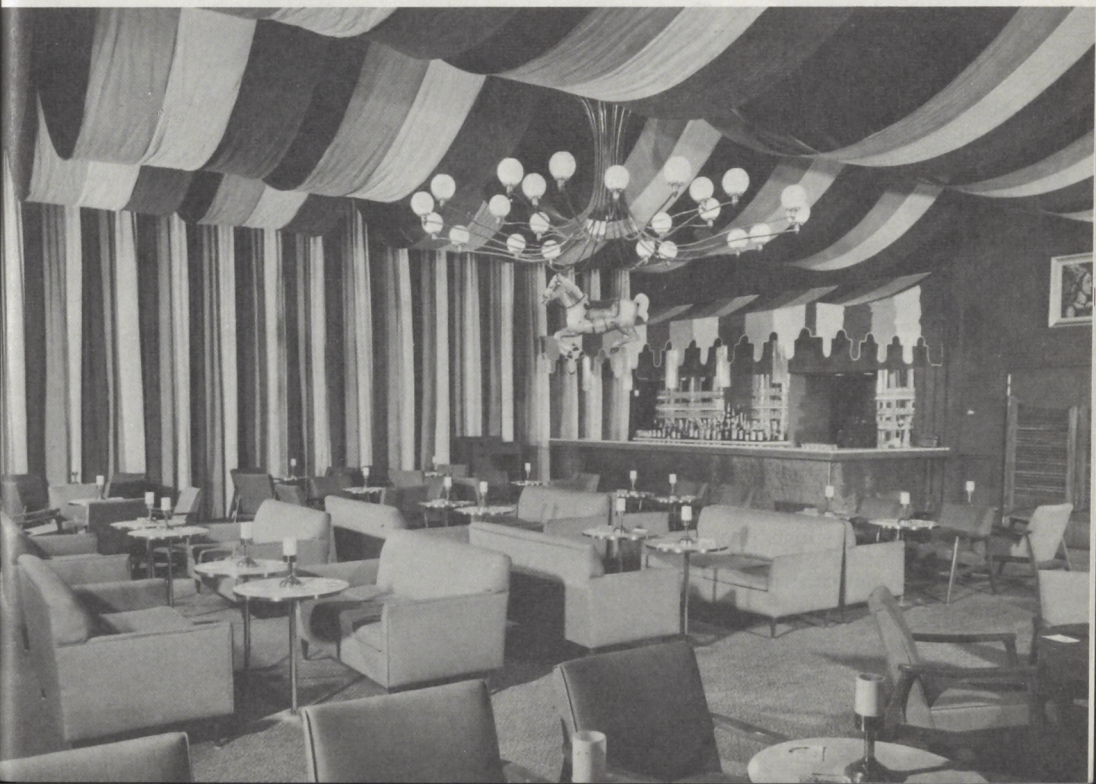
**GREEN'S**

**ROCK & LAPIDARY**

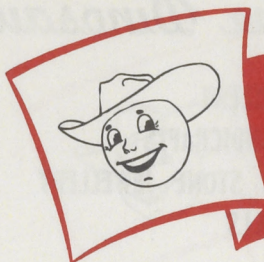
**SHELLS HANDICRAFTS JEWELLERY**

916 CENTRE STREET NORTH, CALGARY, ALBERTA

*Pleasant, Colorful Cocktail Bars and Dining Lounges are always  
Happy to Welcome You "As You Are" in Calgary*







## Oil and Calgary

It was 1914 when Calgary first knew of the black gold. It was then that the Turner Valley Oilfields, 38 miles southwest of Calgary, came into production. Since then, the city has solidly consolidated its right to the title, "Oil Capital of Canada".

Today, nearly 400 firms directly connected with the oil industry have their headquarters in Calgary. The result of this is borne out by the fact that while Calgary rates ninth in Canada in population, the city stands a healthy fifth in annual bank clearings.

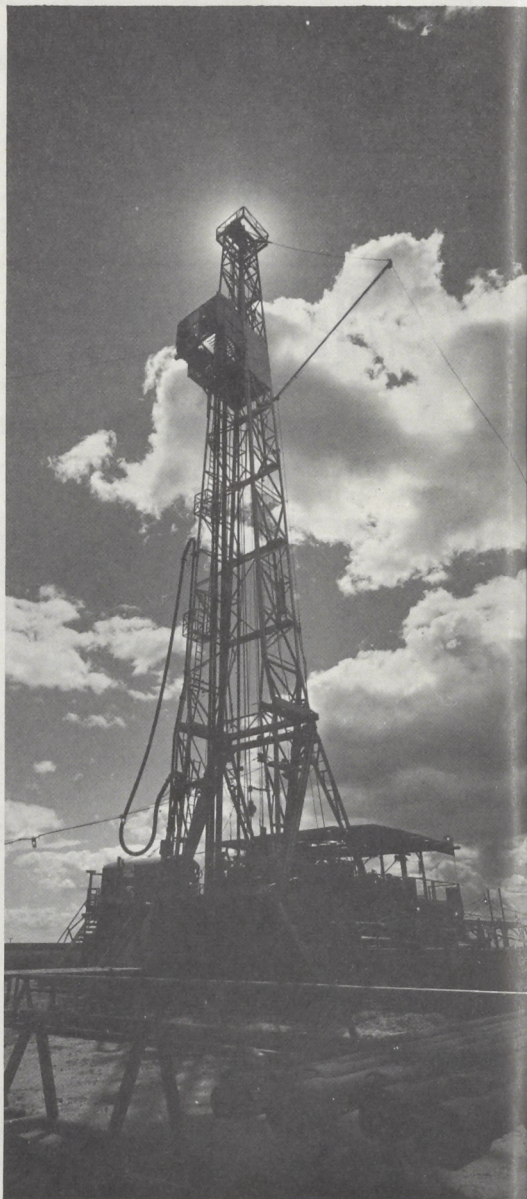
There are oil and gas wells producing in many areas of the province today, adding a very buoyant touch to the economy of the area. Natural gas fields surround Calgary, and with a huge program of gas export to the United States and eastern Canada, additional benefits to the city are already beginning to appear. A huge pipe mill is steadily turning out the necessary pipe for the program.

By-products, such as sulphur, fertilizers, rubber and plastics are part of the new development in industry giving Calgary a furious industrial growth rate.

Oil and gas, Canada's largest source of mineral wealth, centres around Calgary. As the administrative and financial centre of the industry, Calgary comes naturally by the "Oil Capital" crown.

It is interesting to note that no less than 37,000 United States citizens, nearly all directly connected with the oil industry, live in the city of Calgary. In fact, under the jurisdiction of the United States Consulate in Calgary, there are over 87,000 American citizens, which does a great deal to make the old "Cow-town" truly North American in every respect.

The petroleum industry and Calgary have come a long way since 1914. And the future looks even brighter for both.









*Roughnecks Pulling Pipe  
on a Drilling Rig*



**\$** A 24 HOUR DAY

**5**  **C**

A MILE

**5** 

COAST TO COAST


**\$5** PER 24 HOUR DAY **5¢** PER MILE

RENTS SHINY, NEW AUTOMOBILES THROUGH THE

**BUDGET®**

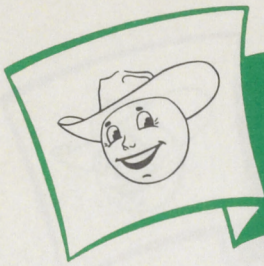
**RENT-A-CAR**

**SYSTEM**



**BUDGET**  
RENT-A-CAR  
OF CALGARY, LTD.  
407 CENTRE STREET SOUTH  
CALGARY, ALBERTA  
AM 3-0505





## *Sports* in Calgary



*Cricket is only one of the many unusual spectator sports played in Calgary.*

Calgary is strongly sports-minded. There is such a wide variety to be found in the city, it is the rare case where visitors cannot find their favorite. Listed on the following pages are the many sports, spectator and participation alike, here for your pleasure. Where possible, details are shown to make it easy for you to find and enjoy the ones you prefer. Where contacts or locations are not shown, please call 269-1677 or drop in at the Hospitality Centre, Mewata Park, for complete details.

**ARCHERY:** Phone 255-5042 for full details.

**BADMINTON:** Played all year round in schools, colleges, Y.M.C.A. and Y.W.C.A.

**BASEBALL:** Semi-pro league plays at Buffalo Stadium in season. Babe Ruth, Pony and Little League play on regular schedule. Call 269-1677 for game schedules.

**BILLIARDS:** Several fine billiard halls open all year. For locations, call 269-1677.

**BOATING:** Outboard and sail locations in every direction from Calgary. Canoeing available every day and evening during the summer at Bowness Park.

**BOWLING, LAWN:** Five superb lawns in the city. Full particulars available through 269-1677.

**BOWLING, FIVE AND TEN PIN:** Thirteen alleys in the city, with automatic pin setters and all other modern conveniences. Consult the yellow pages for locations. For the latest in 10-pin bowling, try Triangle Bowl—82 Ave. and Macleod Trail, Ph. 252-1088.

**BOXING:** Bouts held regularly. Dates and details available at 269-1677.

**CANOEING:** Exceptional canoeing areas. Anyone interested is urged to call John Dicey at 249-4971 or 262-7956.

**CRICKET:** Played every Saturday afternoon during the summer at Riley Park, 5 Ave. & 11 Street N.W. Call Phill Heighton at 277-1574.

**CURLING:** Many fine rinks, including the world's largest. Curling regularly through the winter months. Open ice available, where rocks and brooms can be rented. Elbow Valley Curling Rink, Richmond Road and 69 Street S.W., open all summer for curling. Call 242-4494 for reservations and other details. Phone 269-1677 for other particulars.



**DANCING:** Several reputable dancing centres as well as many dine and dance locations. Consult the yellow pages or call 269-1677 for exact details.

**FASTBALL:** Several leagues, men's and women's, play regularly throughout the summer. Details at 269-1677.

**FENCING:** An active fencing club invites your participation. Call Dr. L. G. Cody at 244-2294 for particulars.

**FIELD HOCKEY:** Played regularly during the summer. Get full details by calling Cy Hayes at 263-4567.

**FISHING:** So many places and varieties to choose from! Drop in at Hospitality Centre for regulations and locations cheerfully provided without charge.

**FLYING:** Calgary Flying Club, McCall Field, welcomes you any time. Call manager W. W. Smith at 277-4048 for details.

**FOOTBALL:** Professional football at its best played in McMahon Stadium during Fall season. High School and Junior schedules provide plenty of football action.

### FREE TO VISITORS . . .

Ask for a copy of **THIS WEEK IN CALGARY** — free to the guests of Calgary's leading hotels or motels. Current information on entertainment, restaurants, shops and services.

### SERVICE TO BUSINESSMEN . . .

An advertising medium serving the travelling public — available to the businessman the year around. Published weekly since 1955. For information phone AM 6-4150 or write 634A - 17th Avenue S.W., Calgary, Alberta.



**SERVING CALGARY'S VISITORS**

*The symbol of good baking*



### 1964 HOME GAME SCHEDULE OF THE CALGARY STAMPEDE:

Monday, Aug. 3	Sask. Roughriders
Monday, Aug. 17	Edm. Eskimos
Monday, Sept. 7	Winnipeg Bombers
Tuesday, Sept. 22	Vancouver Lions
Tuesday, Sept. 29	Toronto Argos
Saturday, Oct. 10	Montreal Alouettes
Saturday, Oct. 17	Sask. Roughriders
Wednesday, Oct. 28	Vancouver Lions

For ticket information phone 263-0202.

**SQUARE DANCING:** A popular pastime in Calgary. Jamborees and general dances held regularly all year. Call Jerry Stuart at 266-7511 for details.

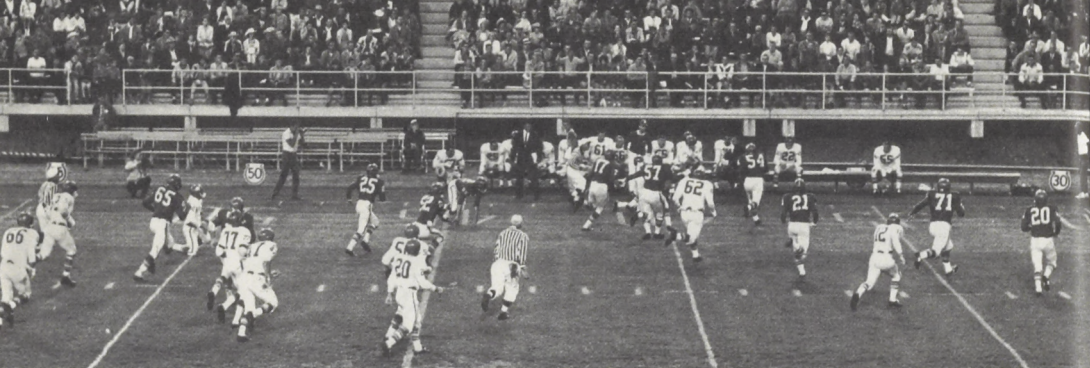
**SWIMMING POOLS:** Open 9 a.m. to 10 p.m. Monday through Saturday; Sunday 9 a.m. to 6 p.m. for July and August.

Acadia—88 Ave. & Fairmont Drive, S.E.

Bow View—5 Ave. & 18 St. N.W.

Bridgeland—Just south of General Hospital.





### *Professional Football is a Popular Calgary Sport*

**Forest Lawn**—16 Ave. & 39 St. S.E., Forest Lawn.

**Happy Valley**—5 miles west on No. 1 Highway.

**Highwood**—East of Northmount Dr. & approximately Holmwood Ave.

**Inglewood**—14 St. & 17 Ave. S.E.

**Millican**—70 Ave. & 20A Street S.E., Ogden.

**Mt. Pleasant**—22 Ave. & 6 St. N.W. South Calgary—31 Ave. & 15 St. S.W.

**Stanley Park**—Riverdale Ave. & 4 St. S.W.

**East Calgary**—In Calgary Brewery Grounds.

**GOLF:** See page 26 for all details.

**HARNESS RACING:** Sulky racing, with pari-mutuel betting, every evening from August 7-20, at Victoria Park.

**HOCKEY:** Professional and a wide range of amateur leagues operate through the winter. Call 269-1677 for schedules and locations.

**HORSE RACING:** Pari-Mutuel in operation at horse races held on the dates listed below. All races held at Victoria Park.

Sat., May 16 to Mon., June 8, 20 days

Sat., July 4 to Sat., July 11, 7 days

Thur., Aug. 27 to Tue. Sep. 8, 11 days

**HORSE SHOW:** Several a year, with the finest horse flesh on display. 269-1677 will give you dates and details.

**HUNTING:** See page 86 for full details.

**MOUNTAIN CLIMBING:** Much of the very best is so near—at Calgary. Call 289-7633 for details.

**MOTORCYCLE RACING:** Meets held regularly by Calgary Motorcycle Club. Dates and details yours by phoning Chris Marshall—273-5676.

**POLO:** Polo has been played in Calgary since 1912. Call 269-1677 for dates and locations.

**RIDING:** Many riding academies and plenty of pleasant country to ride in. Locations, rates and all other details available at any information centre or at 269-1677.

### *Curling is a popular winter activity in sports-minded Calgary*







# Don Forster



The finest imported woollens, tastefully styled by Canada's foremost tailors

A visit to Don Forster's will add interest to your stay in Calgary

Fine clothing for men and young men, distinctive haberdashery,

Knox hats, Dack shoes

PH. AM 2-1838

335 - 7th Ave. S.W.



**ROCK HUNTING:** For details on this fascinating hobby, call Oscar Green at 277-4831 or the Calgary Rock and Lapidary Club, 262-6305 or 288-2147.

**RUGBY:** Amateur league in season. Get details from John Dicey at 249-4971 or 262-7956.

**SKATING:** Many excellent rinks to choose from through winter months. Skates for rent. Natural and artificial ice. Call 269-1677 for locations.

**SHOOTING, TRAP & SKEET:** Calgary Gun Club offers the newest and most complete facilities on the continent. Visitors are welcome at 32 Ave. & 15 Street N.E. Call 277-3305.

**SKIING:** Fine skiing facilities are so very near during the winter months. Call 269-1677 for locations and conditions.

**SKIN-DIVING:** Calgary Sub-Aquatic Club welcomes interested divers. Call J. Merkley, 289-3642.

**TENNIS:** Several quality courts operate during summer months. When interested in playing, visit the Calgary Tennis Club, 15 Ave. & 16 Street S.W. or telephone 244-5302 or 269-1677.

**WATER SKIING:** See Boating . . . The same locations suitable for water skiing.

**WRESTLING:** Grunt and groan fans will be happy to know wrestling is held regularly in the city. Dates vary, so call 269-1677 for the time and place of scheduled bouts during your visit.

Your favorite sport may possibly have been overlooked. The Calgary Tourist & Convention Association is at your disposal at any of their information centres on major entrances to the city, or in the downtown location at Hospitality Centre, Mewata Park. Call 269-1677 and if we don't have it, we'll soon find it for you. Above all, when you are in friendly Calgary, enjoy yourself!



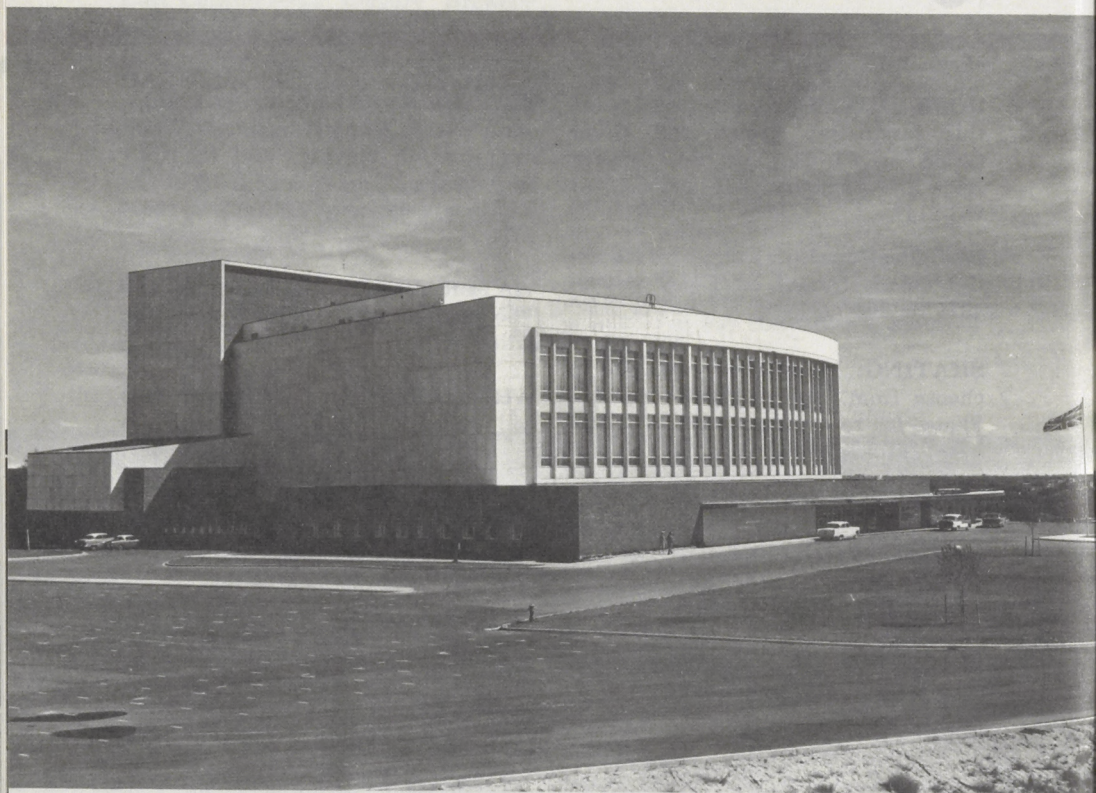
# Calgary — Canada's Colorful Convention Centre

Calgary, for a city that stands ninth in population among Canadian cities, offers convention groups unique, pleasant convention facilities the equal of many large cities. Not only several modern convention hotels and meeting premises that suit both large and small groups, but unusual facilities for business and pleasure trips make a resultful conference easy in Calgary.

The warm western hospitality that prevails at conventions in Calgary is genuine, a result of the firm determination of Calgarians to hold to the friendly traditions of the old west. Barbecue parties, old west nights, typical western entertainment, gives the social side of a convention an excitingly different touch. Easily arranged trips to the mountain playground as pre, mid or post convention breaks give a holiday from the work sessions rarely duplicated in any

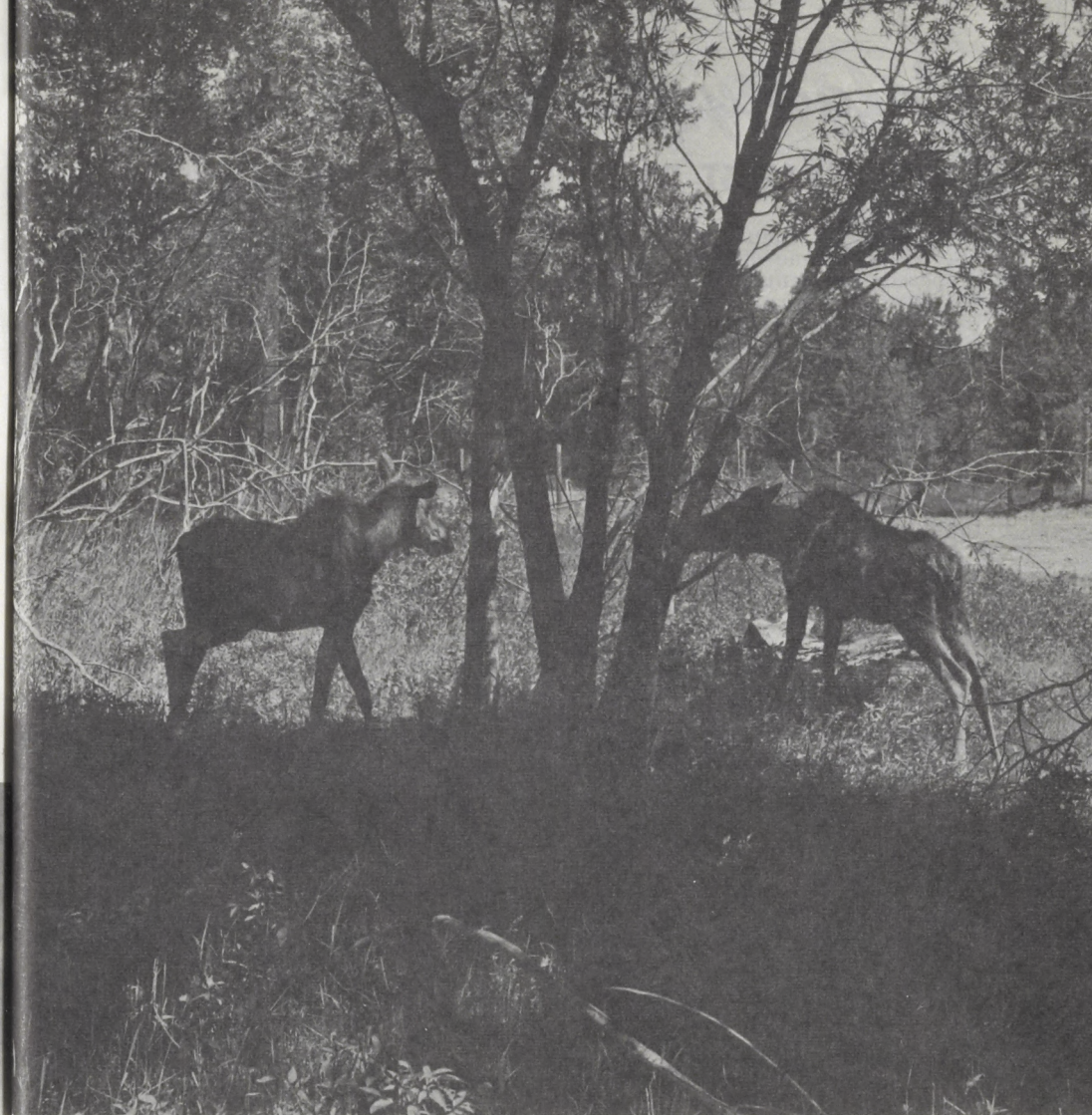
other city. Field trips to oil fields, sulphur plants, ranches, master farms, hydro developments and other interests become an integral part of any convention when desired.

Daily airline flights from all parts of the world, main line railway and bus connections, superb roads for driving, all combine to make it so quick and easy to reach Calgary. The Calgary Tourist & Convention Association is always happy to provide — no charge — competent assistance in planning and staging successful conventions. Should you contemplate a convention city that has everything, take a close look at Calgary. The Calgary Tourist & Convention Association is always pleased and willing to provide full and exact details at any time. Just write them at Hospitality Centre, Mewata Park — and prepare to attend an unforgettable conference in Calgary — The Living West.



*The Jubilee Auditorium provides ideal meeting space for Resultful Calgary Conventions.*





*Side Trips for Convention Groups in the Calgary Area can see  
Nature at its Best — Anytime of the Year*



*Enjoy the Pleasant Atmosphere and  
Comforts*

of the Newly Renovated



## HOTEL EMPRESS

219 - 6th Ave. S.W., Ph. 262-1141

YOUR DOWNTOWN FAMILY HOTEL

FREE PARKING • TAVERN • DINING LOUNGE  
TV, RADIO & TELEPHONE IN EVERY ROOM

Rates — \$4.50 and up



# Calgary Stampede . . .

## THE GREATEST OUTDOOR SHOW ON EARTH

It was 1912 when a young cowboy by the name of Guy Weadick proposed an annual Stampede in Calgary. This event, combined with the annual fair, became the Calgary Exhibition and Stampede, today the greatest outdoor show on earth.

Stampede week in Calgary is literally a way of life for thousands of visitors annually. With the citizens of Calgary all out in colorful western wear, and particularly the famous white hat, it only takes a short while for the most reserved types to break down, purchase some western clothing themselves, and join in the fun.

The riotous week starts with a six mile parade thru the downtown area. Authentically western, all the color and drama of the Mounted Police, cowboys, Indians, bands, floats, cowgirls, blend in with pioneer carriages and other parade participants to make an unforgettable spectacle.

Actual Stampede events are held every afternoon thru the week, from 1:30 to 5. In addition to the rugged and spectacular events such as bucking bronks, brahma bull riding and steer decorating, you will see regular horse races (with full pari-mutuel betting) and novel riding acts.



*The Hilarious Wild Cow Milking Event*



# KENWAY'S



## WESTERN STORE

1418 - 2nd ST. S.E.

(Just one block north of  
the Stampede Grounds)

Headquarters for  
**AUTHENTIC WESTERN  
MERCHANDISE**

Western Wear — Riding Equipment  
Western Souvenirs — Western  
Novelty Items — Saddles, Saddlery



## WESTERN SHOP

PALLISER HOTEL

SHOP AT TWO LOCATIONS IN FRIENDLY WESTERN SURROUNDINGS



*Steer Decorating — an exciting Calgary Stampede event.*

## *Photocrafts . . .*

"CALGARY'S TOP CAMERA SHOP AND REPAIR CENTRE"

710 Third Street S.W.

Phone AM 2-1011

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DISTRIBUTORS OF  
KODAK, ANSCO, BOLEX, LEICA, NIKON, ZEISS,  
AND OTHER MAKES





*"Even the Best Riders find Brahma Bulls tough to handle"*

Every evening at 7 p.m., and again on Saturday morning at 9 o'clock, the world famous Chuckwagons race over the special course. Originated at the Calgary Stampede, and already a legend, the Chuckwagon races present one of the most thrilling events to be found anywhere.

Grandstand attractions and fireworks round out the evening performance. The mammoth midway and exhibit sections are open until later for the pleasure of the crowds.

There's so much excitement, so many unique and fascinating exhibits and events, it's no wonder people from thousands of miles away return year after year. In fact, yearly attendance is crowding three-quarters of a million.

You haven't seen all the wonders of the world until you have seen the Calgary Exhibition and Stampede — The Greatest Outdoor Show on Earth.

*The Broncs, too, make trouble for Stampede Contestants*





MEMBERS  
OF



THE DINER'S CLUB  
AMERICAN EXPRESS  
DINNER OF THE MONTH

IN

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# THE *highlander*

MOTOR HOTEL

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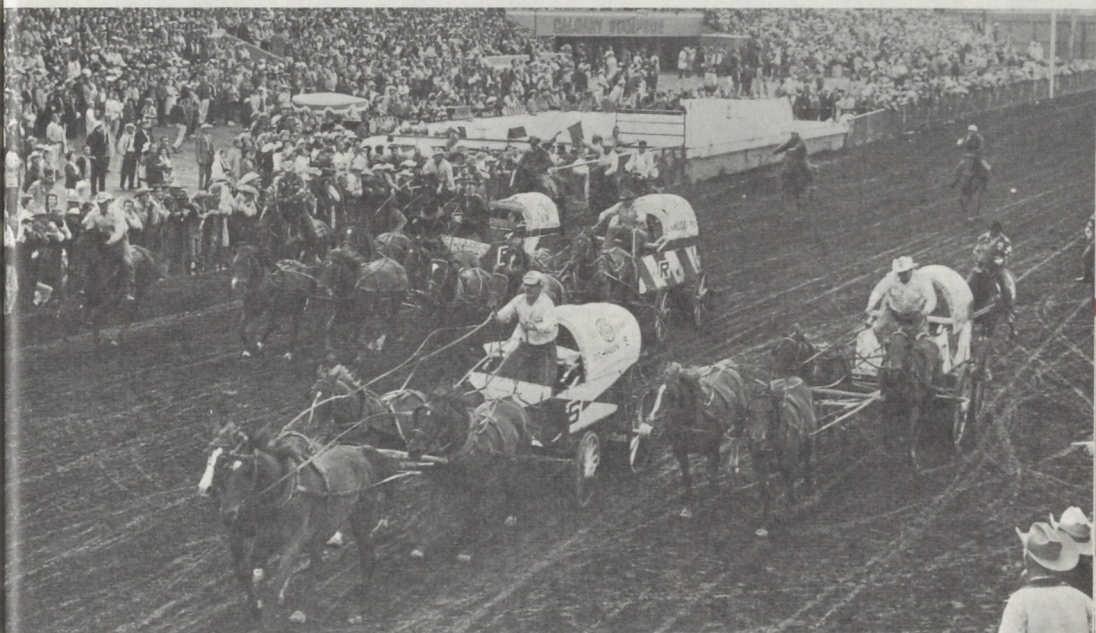
YOU'LL ENJOY YOUR STAY AT

Calgary's Newest Motor Hotel

Rates from \$7.50

*"A Place Ye Canna Forget"*

On The Trans-Canada Highway — 16th Ave. - 17th St. N.W.



*Nothing Equals Calgary's Chuckwagon Races for Spectator Thrills*

## Welcome to Calgary



ALPHA JERSEY DAIRY

bids you welcome to our city in the hope that your stay may be one you'll enjoy and remember.

You will find Calgary's many fine eating places to your liking. We at Alpha Jersey Dairy are proud of the fact that many of these will feature our fresh, delicious dairy products.

ALPHA JERSEY DAIRY

704 - 11th Avenue S.W.

Ph. 262 - 5212





*"Prime Beef from Calgary is served across the continent"*

## **Ranching in Calgary**

By Rueben Hamm

Calgary is proud to be known as the "cowtown", because Calgary has grown up with the ranching industry. Long before the turn of the century, cattlemen found that the relatively warm winter climate, good and plentiful water, and excellent grass made a perfect combination for the production of top beef cattle. The famous southern Alberta chinook allows almost continuous year-round grazing, making this area the envy of ranchers around the world.

Today, in the centre of this great ranching country, Calgary is truly the hub of Canada's beef cattle industry. As this area became more and more popular for the production of beef, it was natural that breeders of registered cattle would find it ideal for their purposes. This phase of the industry progressed so rapidly that it soon became the centre of the Canadian registered Hereford business. Buyers from all over North America come to Calgary year after year to purchase their hereford breeding stock. Calgary is also the headquarters for the Aberdeen-Angus Association and for the Western Stock Growers Association. The famous Calgary

Bull Sale, which sells from 800 to 1000 bulls at the auction annually, is a natural outgrowth of the pure-bred beef cattle industry.

Some of our city's leading businesses were founded by men who were first cattlemen in the ranching industry. Indeed, it was these same ranchers-turned-businessmen who insisted that Calgary was, and would remain, a cowtown. It was for this reason that the western theme is so prominent in so many Calgary business places, and we like to think that the warm hospitality and friendly spirit of the people of our city comes from their ranching background.

The Calgary Stampede owes its beginning to the nucleus of ranchers who backed and promoted the first rodeo. Though it has grown to become the largest event of its kind in the world, the ranching profession still supplies many of the directors, committee chairmen and workers, who with their experience and background, make this tremendous event world-famous. No other Canadian city is prouder, or more deserving, than Calgary of the title "cowtown".





*Choice Steaks*  
*come from*  
**ALBERTA**  
**HEREFORDS**

*Cattlemen . . .*

for  
INFORMATION ON  
TOP BREEDING STOCK

— Contact —

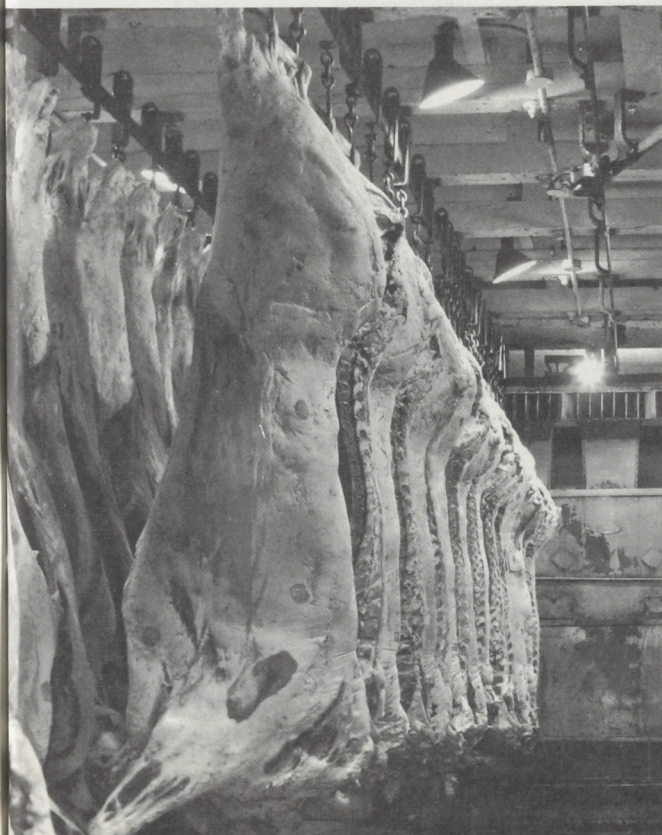


**THE ALBERTA HEREFORD ASSOCIATION**

WARREN SMITH  
President  
OLDS

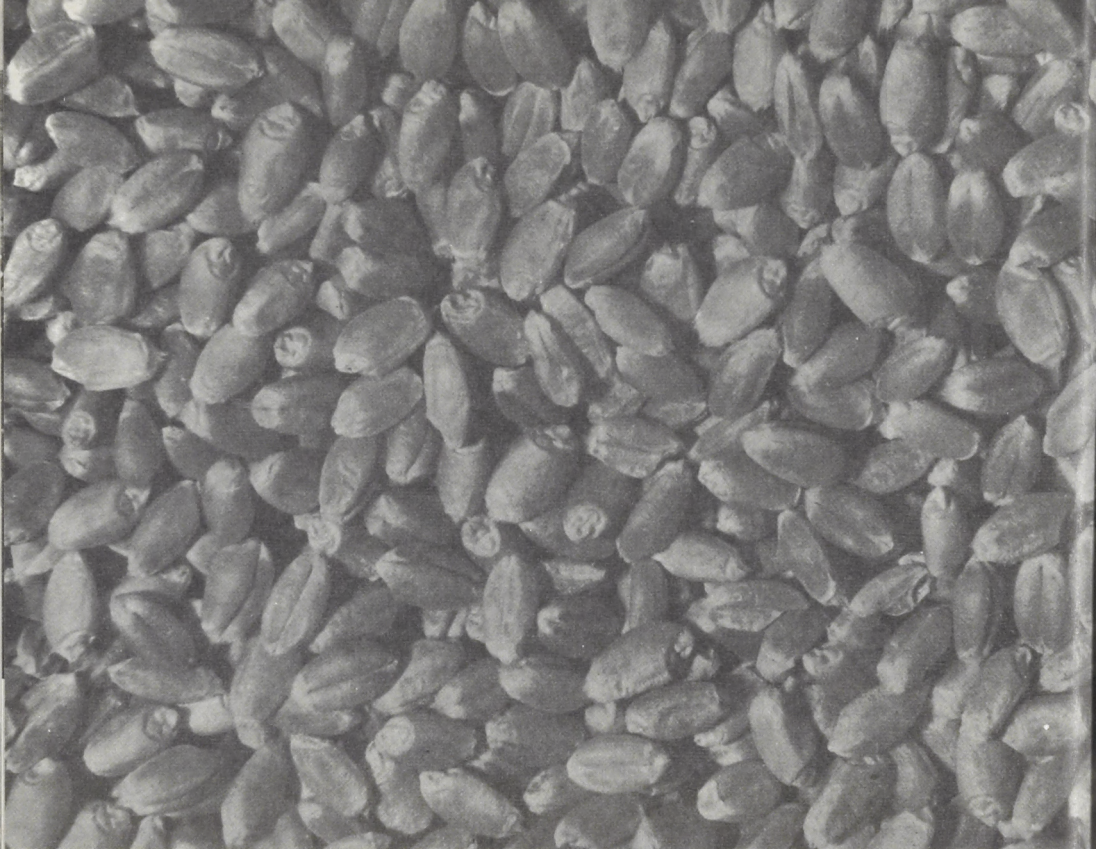
2415 - 34 Ave. N.W., Calgary  
Phone 289 - 6882

REUBEN HAMM  
Secretary  
CALGARY

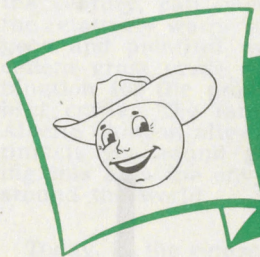


*"Prime Beef from Calgary is  
served across the continent"*





*Master Farms that raise some of the finest wheat in the world  
are close to Calgary*



## **Agriculture in Calgary**

Almost as early as ranching, agriculture has played a major role in Calgary. With the coming of the railroad, homesteaders poured into Calgary. The rich topsoil grew lush crops, soon made Calgary the centre of a huge agricultural area. Irrigation opened up thousands of acres of previously arid land, increased the many farm products coming into the city.

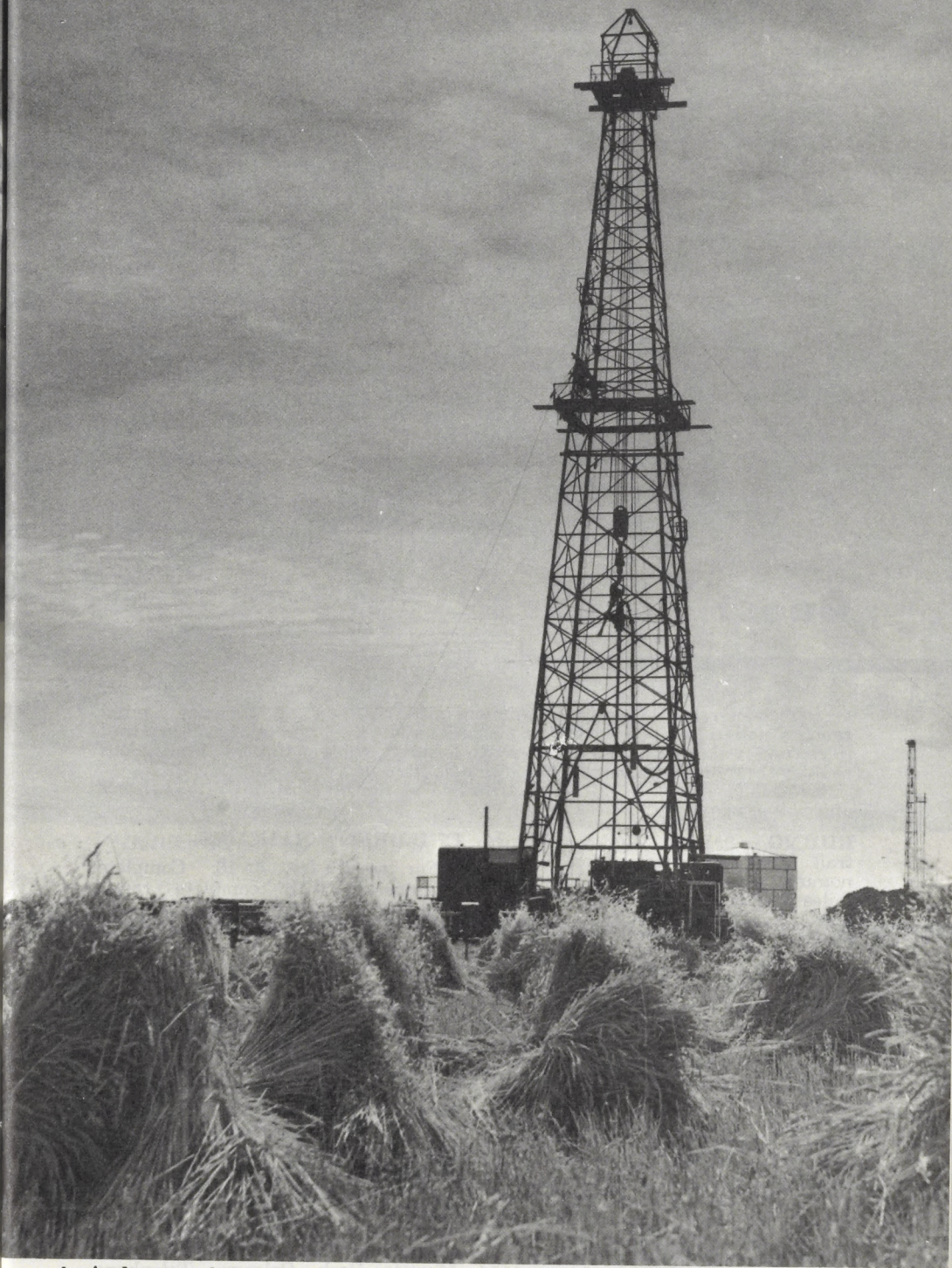
Naturally, such growth in the farming industry led to complementary industries. Today three large flour mills and a huge malting plant oper-

ate within Calgary city limits. There are elevators with a total capacity of more than 6 million bushels.

Wheat is the predominant grain produced in the area, and a large production of barley. The area is practically rust free, attributed to the cool nights and high altitude.

As the second largest grain inspection point in Canada, Calgary centres a crop district of 3 million acres. Many Master Farms are located in the Calgary crop area. Visitors are always welcome to drop in any time.





*Agriculture and Petroleum have become important partners in Calgary and area.*





*Trail-Ride Cookin' Is Fun*

## Guest Ranches

There's real western entertainment awaiting you at the many guest ranches and riding stables in the Calgary area. You can take exciting trail rides, real waker-upper breakfast rides, leisurely canter through tremendous country, or relax and watch real cowhands at work.

As suggestions, listed below are some of the low-cost, high-fun ranches and riding spots in the area.

**RIDING** — Happy Valley, Riding, trail rides, breakfast rides, all at nominal cost. Phone 242-9163. Five miles west of the City on No. 1 Highway.

### **GUEST RANCHES—**

**Rafter Six** — Full guest privileges in modern accommodation. All the pleasure of a real ranch, with the Guinn's as your friendly hosts. Forty miles west of Calgary on the No. 1 Highway. Watch for the sign over the gate. For details, writer Rafter Six Ranch, Seebe, Alberta, Ph. YR2-3343.

**Diamond Cross** — Located on Trans Canada Highway only an hour's drive from Calgary. Reasonable rates, American plan. Good horses and guides. Pleasant accommodation and food, superb mountain scenery. Riding by the hour if desired. Write hosts Al and Mary Nordlund at Seebe, Alberta, Phone 104 or 112, Exshaw.

### **CHILDREN'S RANCHES—**

For small fry, 6-16. Complete supervision, with complete ranch facilities. A perfect place for the children to enjoy a week or month at nominal cost.

**Blue Haven** — 12 miles south of Calgary on No. 2 Highway. Phone 1617 Okotoks or write Helen & Dick England, De Winton, Alberta.

**Silver Creek Ranch** — In lovely Water Valley, 55 miles northwest of Calgary. Phone 243-4929 Calgary, or write the H. K. Roessinghs at 540 - 49 Ave. S.W., Calgary, Alta.

Brochures, locations, rates, other details always available from the White Hatters, Hospitality Centre, Mewata Park, Calgary. Telephone 269-1677.





# HOLIDAY RANCH

**FOR CHILDREN 7 to 14 YEARS  
WHILE VISITING IN THE WEST  
LIVE AS A WESTERNER**

**FAMILIES  
WELCOME**

**Write or phone:**

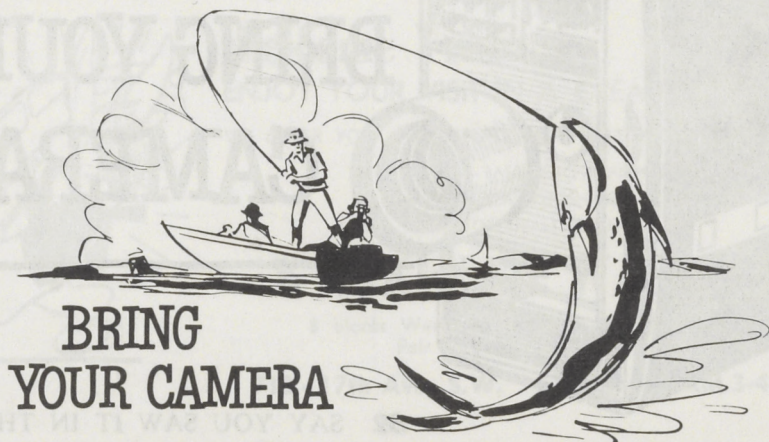
**Mr. and Mrs. H. K. Roessingh, 540 - 49 Ave. S.W., Calgary, Phone: CH 3-4929**

**Horses, Ponies  
Swimming, Campfires  
Trailrides, Hikes**

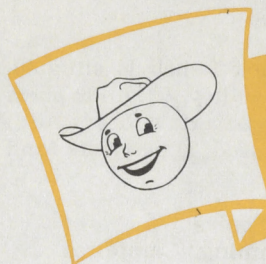
**CATERING TO  
CONVENTIONS UP  
TO 100, IN OFF SEASON**



*Getting Ready for a Trailride — A Popular Guest Ranch Activity*







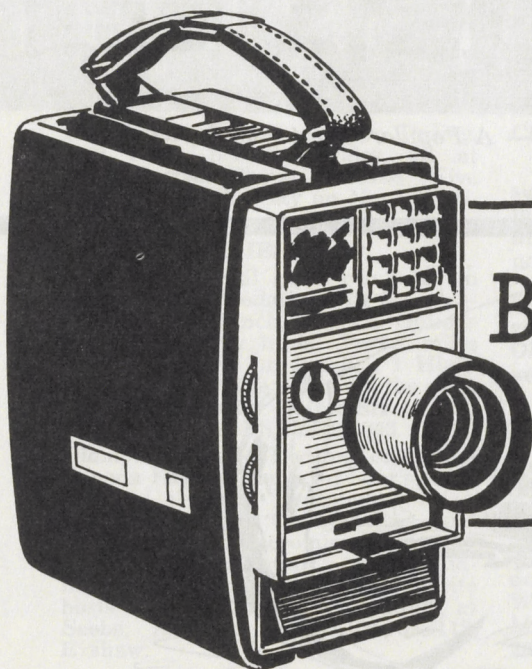
## Auto Service

Calgary holds a unique position in today's world of rapid transportation. Only one city in the world (Los Angeles) has more automobiles per capita than Calgary. Naturally, such a rating means there are also excellent service facilities of all kinds in the city.

- Authorized sales and service representatives for every make and type of vehicle.
- Factory trained mechanics and service personnel for all cars.
- Wide stocks of parts for no-waiting repair service.
- Guarantee work, mileage check up, and such new car requirements handled quickly and cheerfully.
- Service stations who understand the word service.
- Credit cards from around the world accepted at reputable sta-

tions representing all the well-known brands of gasoline and oil.

- Rapid service car washing establishments, for minutes-only attention to your wash requirements.
- Tire stores, with modern equipment, to handle any requirement from simple repairs to major vulcanizing jobs.
- Body shops, with up to the minute equipment for fast repairs on damaged car bodies.
- Specialty shops for carburetor, battery, magneto, paint or upholstery service.
- Listed on pages following, by category, are Calgary firms catering to the automobile trade. We heartily recommended them for service and fair prices.



# BRING YOUR CAMERA



# O.K. Tire Stores (Calgary) Ltd.

CONVENIENTLY LOCATED AT 4115 MACLEOD TRAIL



243-4231

Complete line of  
B. F. GOODRICH TIRES

- All Passenger Recaps
- Repairs
- Front End Alignment
- Wheel Balancing
- 15 Minute Service

## AUTOMOTIVE ACCESSORIES:

Auto Square	
401 - 16 Ave. N.E.	276-1177
Clarke's Auto Parts	
105 - 12 Ave. S.E.	262-9777
Fairmont Industries Ltd.	
606 - 3 Ave. S.W.	263-6179
Firestone Store	
58 Ave. & Macleod Trail	252-0171
Hutton's Ltd.	
131 - 11 Ave S.W.	269-3725
Motor Car Supply	
317 - 6 Ave. S.W.	262-4633
T. H. Peacock Distributors	
4124 - 9 St. S.E.	243-4291
Silver Automotive Ltd.	
1324 - 11 Ave. S.W.	244-5506
Sproule Bearing Supply	
809 - 17 Ave. S.W.	244-5541

## FRANCHISE AUTO DEALERS AND SERVICE:

Calgary Motor Products	
Cadillac, Buick, Pontiac, Vauxhall	
4 Ave. & 2 St. S.W.	266-8841

Cooke Motors Ltd.	
Morris - MG - Jaguar	
4 Ave. & 9 St. S.W.	262-6024
Fowlie Motor Sales	
Oldsmobile - Chevrolet - Monza	
1413 Centre St. N.	277-8592
Freeman Wilson Ltd.	
Dodge - Chrysler - Simca	
511 Centre St. S.W.	269-1901
French Motor Products	
Renault Dealer	
219 - 11 Ave. S.W.	263-6024
General Supplies Ltd.	
Oldsmobile - Chevrolet - Corvair	
5 Ave. & 1 St. S.W.	262-1101
Halford & Valentine Ltd.	
Austin Dealer	
101 - 12 Ave. S.W.	262-3542
Hammill Motors	
Ramblers	
620 - 7 Ave. S.W.	263-5282
Jack Carter Motors	
Chevrolet - Oldsmobile - Corvair	
66 Ave. & Macleod Trail	243-3415
Kendall Motors	
Land Rover - Rolls-Royce	
1415 - 1 St. S.W.	262-3019



## Welcome Visitors

ENJOY YOUR VISIT IN A CLEAN CAR

WE OFFER YOU A COMPLETE SOFT WATER CAR WASH SERVICE

- ★ WAX BASE AUTO SHAMPOO
- ★ WAX SEAL POLISHING
- ★ MOTOR STEAM CLEANING

## KWIK KAR WASH LTD.

8 blocks West of 17th Ave. and 2nd St. E.  
Fair Grounds Entrance

718 - 17th Ave. S.W. Telephone AM 3-4017





*Calgary has the greatest  
car per capita ratio  
in Canada*

Metro Motors	
Ford - Falcon - Thunderbird	
5 Ave. & Centre St. S.	263-4530
F. Pados Ltd.	
Volvo - Morris - MG	
119 - 17 Ave. S.W.	262-6506
Rambler Motors	
Ramblers	
36 Ave. & Macleod Trail	243-2576
Shaw Motors	
All G.M.C. Trucks	
4620 Blackfoot Trail	243-4201
Universal Sales & Service	
Lincoln - Mercury - Meteor - Comet	
5 Ave. & 1 St. S.W.	266-5611
Volkswagen Sales & Service	
Volkswagen	
5707 Macleod Trail	255-1181

#### **CAR WASHING SERVICE:**

City Centre Car Wash	
112 - 4 Ave. S.W.	262-3868
Kwik Kar Wash	
718 - 17 Ave. S.W.	263-4017
Rocket Car Wash	
5912 Macleod Trail	255-6311

#### **INSURANCE ADJUSTERS**

All-Line Adjusters	
714 - 1 Street S.E.	262-2996
Crosland Peacock Calgary Ltd.	
1009 - 7 Ave. S.W.	263-3140

#### **OIL COMPANIES**

British American Oil	
B-A Products	
707 - 7 Ave. S.W.	268-1110

Imperial Oil Ltd.	
6009 Ogden Road	279-4636
Mohawk (Alberta) Oil Co.	
7121 Fairmount Road	252-3361
Purity 99 Oil Ltd.	
330 - 9 Ave. S.W.	269-1341
Royalite Oil Co.	
615 - 2 Street S.W.	266-7021
Texaco Canada Ltd.	
600 - 6 Ave. S.W.	273-5255

#### **PROPANE DISTRIBUTORS**

Canadian Propane Consolidated	
73 Ave. & Macleod Trail	255-0121
Shasta Trailer Drome	
2301 Centre St. N.	277-1088
Zenith Propane Ltd.	
36 Ave. & 5 Street S.E.	243-5526

#### **SERVICE GARAGES**

Borrelli's Auto Body	
4207 - 17 Street S.E.	273-5912
Globe Steering	
1502 - 11 Ave. S.W.	244-3532
Highfield Motors	
4420 - 6 Street S.E.	243-7676
Hutton's Ltd.	
131 - 11 Ave. S.W.	269-3725
Utigard Carburetor	
235 - 2 Ave. S.W.	266-5307

#### **SERVICE STATIONS**

Auto Square	
401 - 16 Ave. N.E.	276-1177
Benbow's Esso	
76 Ave. & Macleod Trail	255-6898



Britannia Auto  
 49 Ave. & Elbow Drive 243-6958  
 City Centre Royalite  
 6 Ave. & 2 Street S.W. 262-4109  
 Clint's Shell Station  
 5 Ave. & 10 Street N.W. 283-2555  
 Cloverleaf Esso  
 16 Ave. & 29 Street N.E. 277-4762  
 Dominion Mohawk Service  
 5505 - 17 Ave. S.E. 272-1245  
 Don's Husky Travel Service  
 Edmonton Trail 277-1752  
 Downtown White Rose Service  
 4 Ave. & 1 Street S.W. 263-3785  
 Ed & Ted's Service  
 11 Ave. & 1 Street S.W. 262-7111  
 Edmonton Trail Esso  
 16 Ave. & 3 Street N.E. 277-4308  
 Esso Hilltop Service  
 1324 Centre Street N. 277-2575  
 Fort Chiniquay Service  
 30 miles West on No. 1 Highway  
 Golden Shell Service  
 3716 - 17 Ave. S.W. 249-8255  
 Kelly's Servicentre  
 16 Ave. & 19 Street N.W. 289-3092  
 Macleod Trail Mohawk Service  
 5316 Macleod Trail 252-1425  
 Main Esso Auto Service  
 8 Ave. & 8 Street S.W. 262-9030

TOURISTS

CONVENTIONEERS

STEAKS

STEAKS

STEAKS

STEAKS

STEAKS

STEAKS

Open Every Day

**MR. MIKE'S**   
**CHAR-BROILED STEAKS**

Phone 262-2528

- 235 - 8 AVE., S.W. — CALGARY
- 911 - Granville St., Vancouver 2, B.C.
- 1740 - Douglas St., Victoria, B.C.

**'ROUND-THE-CLOCK**

AUTOMATIC, COIN-OPERATED



**20# Propane  
Gas  
Cylinder  
Service**

FROM THE REVOLUTIONARY NEW

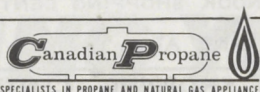
**VEND-O-GAS**

ENJOY THE CONVENIENCE OF THIS MOD-ERN, EASY-TO-OPERATE VENDING MACHINE  
 FOR 20 LB. TRAILER BOTTLES

AVAILABLE AT

**CLOVER LEAF ESSO SERVICE**

20th Street & 16th Avenue N.E.  
 CALGARY, ALBERTA



SPECIALISTS IN PROPANE AND NATURAL GAS APPLIANCES

Montgomery Mohawk Service  
 46 St. & Bowness Rd., Mont. 288-5080  
 Montgomery Royalite Service  
 16 Ave. & Home Rd., Mont. 288-6600  
 Park Gate White Rose Service  
 Banff, Alberta  
 Pat's Mohawk Service  
 4045 Portland Street 273-1446  
 Pleasant Heights Royalite  
 24 Ave. & 4 Street N.W. 277-2973  
 Royalite Country Club Service  
 5103 Elbow Drive 255-1855  
 Royalite Transport Service  
 9 Ave. & 19 Street S.E. 273-5270  
 Sanderson's Shell Service  
 16 Ave. & 19 Street N.E. 277-6307  
 Shell Mayfair Service  
 819 - 66 Ave. S.W. 255-0666  
 South Trail Texaco  
 98 Ave. & Macleod Trail 255-4251  
 Springbank B-A Service  
 R.R. 2, No. 1 Highway  
 Stadium Esso Service  
 16 Ave. & 22A Street N.W. 289-6707  
 Triple S. Service  
 5 Ave. & 4 Street W. 266-5733  
 Westpoint Esso Service  
 16 Ave. & 14 Street S.W. 244-2030



## TIRE SERVICES

Auto Square	
401 - 16 Ave. N.E.	276-1177
Firestone Store	
58 Ave. & Macleod Trail	252-0171
Harper's Tire Service	
130 - 12 Ave. S.W.	262-7878
OK Rubber Store	
4115 Macleod Trail	243-4231

## TOOLS

Calgary Tool & Equipment Supply	
Ltd., 217 - 11 Ave. S.W.	262-1483

## TRAILERS & SUPPLIES

Calgary Trailer Sales	
General - 20th Century - Citation	
312 - 24 Street N.E.	272-2236
Bridge Folding Trailer Industries	
Bridge - Apache	
103 - 4 Street N.E.	263-4058
Shasta Trailer Drome	
Shasta	
2301 Centre St. N.	277-4255
United Trailer Co. Ltd.	
Safeway - General - 20th Century	
Glendale	
3715 Edmonton Trail	277-8576



*Calgary Members of the Alberta Pioneer Car Club  
Hold Many Events Yearly*

## ROCKET CAR WASH AND SERVICE CENTRES

*"Canada's Finest Automatic Car Washes"*

— 2 LOCATIONS TO SERVE YOU —

**5912 MACLEOD TRAIL**

OPPOSITE CHINOOK SHOPPING CENTRE

AND AT

**WESTBROOK SHOPPING CENTRE**

33rd STREET & 12th AVENUE S.W.







*Driving is a Pleasure on the Modern  
Highways and Traffic Exchanges  
in the Calgary Area*

Fast Dependable Service

PONTIAC

BUICK

CADILLAC

VAUXHALL

ACADIAN

and Complete Truck Service

AUTHORIZED GENERAL  
MOTORS SERVICE  
FACILITIES

## Calgary Motor Products Ltd.

4th Avenue at 2nd Street W.

Phone AM. 6-8841



# BRING YOUR CAMERA





*Modern Day Members of the Force Who Founded Calgary in 1875*

## Historic Sites

By **HUGH A. DEMPSEY**  
Archivist, Glenbow Foundation

Calgary has played an important part in the colourful history of Alberta and a tribute to its past is made through various historic sites in the city. One of the most important events was the arrival of the North-West Mounted Police in 1875. They established Fort Calgary and were the founders of the original settlement. Their contribution is marked by a large stone near the original fort in east Calgary and a cairn on the

grounds of the public library. The cairn shown above can be seen at the northeast corner of 9 Avenue and 6 Street S.E.

Another cairn on the same library grounds pays tribute to R. B. Bennett, former Prime Minister of Canada. Mr. Bennett was a pioneer Calgary lawyer and had been active in politics in the old Territorial Government.



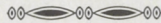
# HISTORY LIVES AT HERITAGE PARK



Share the pioneer life of the  
Canadian West in the 19th Century

☆ TREAD THE BOARDWALKS OF AN EARLY PRAIRIE  
SETTLEMENT

See the church, general store, authentic homes and buildings,  
watch the blacksmith at work.



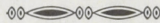
☆ RIDE THE OLD TIME RAILROAD

☆ PAN FOR GOLD IN THE MINING CAMP

☆ LET THE KIDS PLAY AS THEIR ANCESTORS DID BEHIND  
THE SAFETY OF PALLISADES AND SIT AT THE DESKS  
IN A LOG SCHOOL HOUSE

☆ VISIT THE HUDSON'S BAY COMPANY FORT

A welcome sight when Indians and trappers came  
to trade their furs.



☆ TAKE PICTURES INSIDE THE TEEPEES OF AN INDIAN  
VILLAGE

☆ PET THE ANIMALS ON AN OLDTIME RANCH

☆ EAT PIONEER FOOD IN THE BEAUTIFUL PICNIC  
GROUNDS

Admission: Adults, 25c; Children with parents, No Charge.

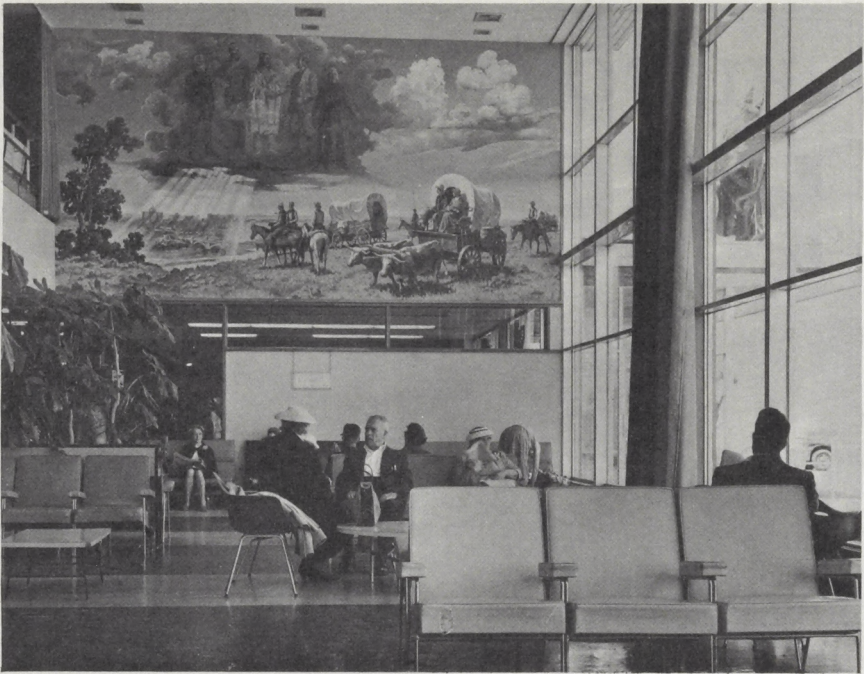


## ERITAGE PARK

CALGARY

— CANADA





*The rich history of Calgary is graphically depicted by the mural in Calgary's International Airport Terminal*

On the grounds of beautiful St. George's Island stands a building which is reputed to be the first house in Calgary. It was built of drift logs by a pioneer surveyor in 1883. This stands as a memorial to the great pioneers of the past.

Calgary is also dotted with points of historical interest such as Shaganappi point, the Eagle ridge subdivision which was near the home of Calgary's first settler, the Blackfoot trail on Nose Creek, the Edmonton trail, Fort Macleod trail, the pioneer building at the Stampede Grounds, and many others.

In the surrounding district there are such sites as the place of Rev. George McDougall's death during a buffalo hunt; the location of Morley mission, built in 1872; Our Lady of Peace mission, built in 1873; the first cheese factory built in Alberta; the first woollen mill and irrigation developments and a number of other important locations.

Some of these sites are marked by cairns while others are identified by highway road signs.

In every direction from Calgary, you will find historic sites and legends of the early west. Prominent highway story-boards indicate the location, and

tell the story. As you drive along, watch for these interesting sign boards. For a souvenir of the many fascinating sites and stories, ask for your copy of *Historic Sites in Alberta*. The book is available free at any Alberta Tourist Association or Calgary Tourist & Convention Association information bureau.

The story of the west, with the raw and savage fight for existence, never fails to excite and fascinate folks with an interest in history. Out of Calgary, you'll find many places where famous Indian battles took place, massacre sites, original trading post locations, and in many cases, actual structures still standing.

The coming of the R.C.M.P. brought peace and justice to the Canadian west, but did not eliminate the many stories of the hardy types who pioneered the country. At Stampede time, make it a point to visit Old Fort Calgary just inside the gates of the Stampede grounds. You'll find, in a special section set aside just for the pioneers, many who can still remember those days of hardship, days when a wagon trail led nowhere — only beyond.

Alberta, and Calgary, have a colorful history. We invite you to stay a while and see some of it for yourself.



SINCE 1907

Welcome to Calgary !

# H.F. CLARKE LIMITED

*heating, air conditioning, process and industrial equipment*

Working for Your Comfort in Supplying Air-Conditioning, Boilers, Pumps  
in Prominent Motor Hotels

- 
- |                  |                   |                    |               |
|------------------|-------------------|--------------------|---------------|
| ● THE CROSSROADS | ● THE TRADE WINDS | ● HEPBURN'S        | ● ELBOW LODGE |
| ● THE CARAVAN    | ● RAMADA INN      | ● THE BAYSHORE INN |               |
| ● GOLDEN ARMS    | ● SWISS VILLAGE   | ● DEER LODGE       | ● NORTHLANDER |
| ● CALGARY INN    | ● COTTAGE HOTEL   | ● VOYAGER INN      |               |
- 

5220-1A STREET S.E.

TELEPHONE AL 5-0186

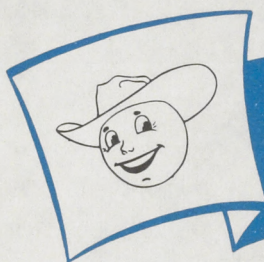


*Many "Palavers" Like This Are Recorded in the  
Colourful History of Calgary*





*Hospitality Centre and Historic Steam Locomotive Display*



## **Tourist Information Services**

### **CALGARY TOURIST & CONVENTION ASSOCIATION**

An organization dedicated to the service of visitors. A non-profit association, financed by the City of Calgary, interested business firms and co-operative individuals, it operates all year round in your interests.

Free information centres operate at the following locations:

No. 1 Highway west—on highway to Banff

No. 2 Highway south—on highway to the U.S.

Crossroads—Just inside cloverleaf on 16 Ave. N.E.

Hospitality Centre—Mewata Park, 14 St. & 9 Ave. S.W., Ph. 269-1677.

Cheerful informative attendants will answer your questions, provide maps and literature, help in so many ways to make your trip a pleasure.

### **ALBERTA TOURIST ASSOCIATION**

The A.T.A., with head office at 105 8 Ave. S.E., Calgary, offers free service to any visitors. Phone 262-3202 or

266-2316. Travel literature, road information, and maps are yours for the asking, no charge. Look for the A.T.A. offices in Fort Macleod, Banff, Jasper, Edmonton, Lethbridge, Waterton Lakes, Medicine Hat, Radium Hot Springs and St. Mary, Montana.

### **ALBERTA MOTOR ASSOCIATION**

The Alberta Motor Association in Calgary maintains year-round service for members. Accurate, up-to-date information is available at all times on road and weather conditions, and all other details on motor travel. Modern teletype connections to all points in the province provide members with fast service for accommodation, best routes, and other similar assistance. A wide range of maps and information brochures on all parts of Alberta always available.

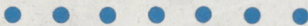
Members are cordially invited to visit the spacious A.M.A. offices on the corner of 11 Ave. & 8 St. S.W. During the day, phone 244-9731. For 24-hour emergency service, call 244-5564.



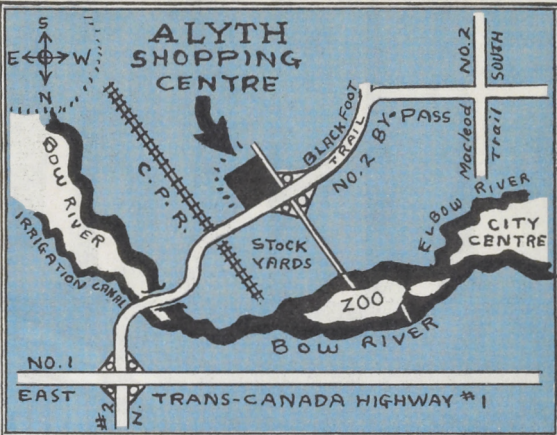
# ALYTH

## SHOPPING CENTRE

No. 2 BY-PASS & PORTLAND ST.



THE ONLY SHOPPING CENTRE  
ON NORTH, SOUTH BY-PASS



### EVERYTHING YOU NEED IN ONE CONVENIENT STOP!

- |                            |                           |
|----------------------------|---------------------------|
| ● SUPERMARKET              | ● RANCH                   |
| ● MEN'S WEAR               | ● MacDOWELL'S             |
| ● HARDWARE                 | ● ASHDOWN'S               |
| ● CAFE                     | ● RODEO                   |
| ● DRUG STORE               | ● BEATON'S RANCH PHARMACY |
| ● VETERINARIAN             | ● DR. L. A. SPARROW       |
| ● BARBER SHOP              | ● DAVE'S                  |
| ● BANK                     | ● CANADIAN IMPERIAL       |
| ● GARAGE & SERVICE STATION | ● BANK OF COMMERCE        |
| ● TIRES                    | ● RITEWAY - STOCKYARDS    |
|                            | ● GAS & OIL               |
|                            | ● PRODUCTO TIRE SALES     |

Visitors to Canada are reminded that Canadian Postage Stamps must be used on all mail posted in Canada.

## Postage Rates

	LETTERS	POST CARDS
Canada	4¢ first ounce	4¢ each
Local Delivery	2¢ each additional ounce	
Other Offices	5¢ first ounce	4¢ each
	3¢ each additional ounce	
United States, and all other places in North and South America	5¢ first ounce	4¢ each
	3¢ each additional ounce	
Great Britain, the Commonwealth, France and Spain	5¢ first ounce	4¢ each
	3¢ each additional ounce	
Other Countries	6¢ first ounce	4¢ each
	4¢ each additional ounce	

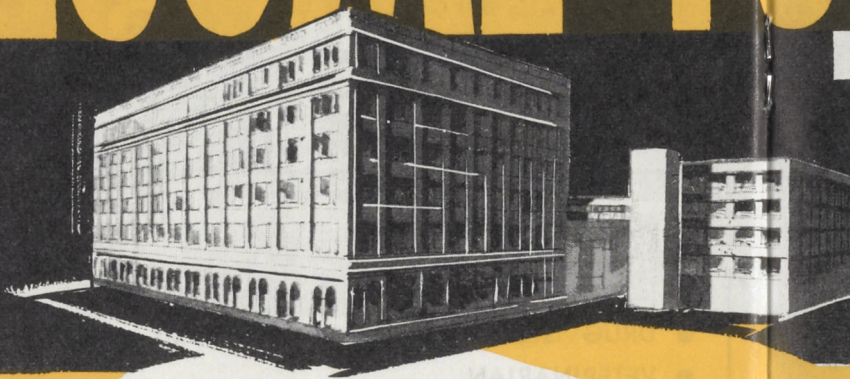
### AIR MAIL Letters and Post Cards to UNITED STATES:

7¢ for the first ounce; 5¢ for each additional ounce, or fraction of an ounce.  
For rates of Postage on other classes of mail, please enquire at the Local Post Office. The Postmaster will be only too pleased to assist you.

—CANADA POST OFFICE.



# WELCOME TO



## *Calgary's Leading Department Store...*

Located in the heart of downtown Calgary, the Bay has seven floors of merchandise gathered from around the world. Shop for quality china and glassware in the China Department, Fourth Floor, or for a famous Hudson's Bay point blanket in the Staple Department, Fourth Floor.

Everything you want you can find at the Bay!

● The Bay is located right in the centre of Calgary, so easy to find, on First Street West between Seventh and Eighth Avenues. During the summer, most tourist buses start their tours from points near the Bay.

● There's room for 1,000 cars in the Bay's unique Parkade\* on Sixth & Seventh Avenues, and it's just a short walk across the Skywalk to the store. Your car can be serviced in the Parkade\* Texaco service station while you shop.

\*Registered Trademark

● Stop at the Post Office the Second Floor by the Hardware Department mail the gifts you've bought for friends back home. Pleasant staff will explain Canadian customs requirements and postal regulations to you.

TASTY FOOD, PLEASANT SURROUNDINGS

## CHINOOK RANCH

When you're shopping at the Bay, take time out to have a quick lunch or a full meal and a few moments of relaxation in the western atmosphere of the Bay's Sixth Floor Cafeteria, where there's seating for 600. There's a Rangeman's Room especially for the men, a Rock Garden just for the ladies, and lots of family room overlooking the city. Meet your friends in the Chinook Ranch!





# TO CALGARY & THE BAY!

...store...  
floors of merchandise  
assware in the China  
blanket in the Staples

pp at the Post Office on  
Second Floor by the  
hardware Department to  
ail the gifts you've bought  
r friends back home. Pleas-  
t staff will explain Cana-  
an customs requirements  
d postal regulations to  
ou.

NT SURROUNDINGS

## RANCH

the Bay, take time out  
a full meal and a few  
the western atmosphere  
Cafeteria, where there's  
s a Rangeman's Room  
a Rock Garden just for  
family room overlooking  
friends in the Chinook

## OLD IN YEARS, YOUNG IN OUTLOOK

The Hudson's Bay Company was chartered by King Charles II of England nearly 300 years ago, and has played a major role in the development of Canada. It has grown mightily since the first fur posts were built on Hudson's Bay, and though it still has nearly 200 northern stores and fur trading posts across Canada, it is known to most people by its modern department stores stretching across the Dominion. Thirty-five of these stores fly the Company's distinctive flag; eleven in Eastern Canada are known as Morgan's. Albertans are served by modern department stores in Edmonton, Red Deer, Grande Prairie and Banff, as well as Calgary.

# Hudson's Bay Company.

INCORPORATED 2<sup>ND</sup> MAY 1670.

Seventh and Eighth Avenues on First Street West



Calgary's famous White Hats are our specialty

## HATS

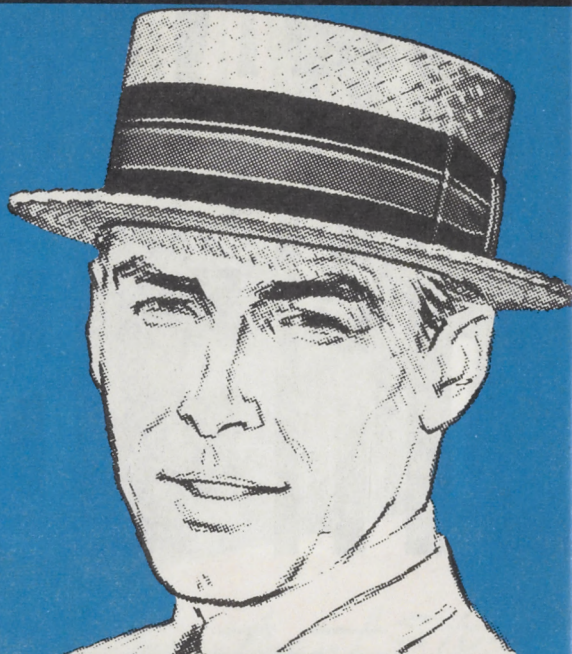
BY: STETSON

DOBBS

BORSALINO of ITALY

CHRISTY of ENGLAND

*We also feature*  
**IMPORTED WOOLENS**



# JACK FORMAN'S

HAT & SHIRT SHOP LTD.

327A - 7th Avenue S.W. - Phone 269-1220

BRIAN (RED) DAVIS, PROP.

## HOLIDAY HATS

TARTAN CAPS • STRAWS • FELTS

SPORT SHIRTS  
SLACKS • TIES  
MEN'S WEAR

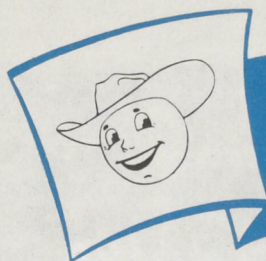


## WESTERN WEAR

SHIRTS • TIES • BELTS

ACCESSORIES





## Shopping in Calgary

As the first major shopping centre north of Denver, Calgary provides all you can ask in shopping variety. You'll find competitive prices, stocks large and varied, personnel friendly and attentive.

You're always welcome just as you are, because Calgary's warm western hospitality is proudly maintained in the shops and stores.

UNITED STATES VISITORS WHO STAY IN CANADA MORE THAN 48 HOURS MAY TAKE HOME \$100.00 WORTH OF MERCHANDISE FOR PERSONAL OR HOUSEHOLD USE (NOT FOR RE-SALE) EVERY 31 DAYS, DUTY FREE.

MERCHANDISE WHICH CAN-

NOT BE CARRIED AS PERSONAL LUGGAGE (CHINAWARE, BLANKETS, ETC.) SHOULD BE EXPRESSED BY THE MERCHANT TO ITS DESTINATION. ALL ARTICLES SO PURCHASED MUST BE DECLARED AT THE BORDER.

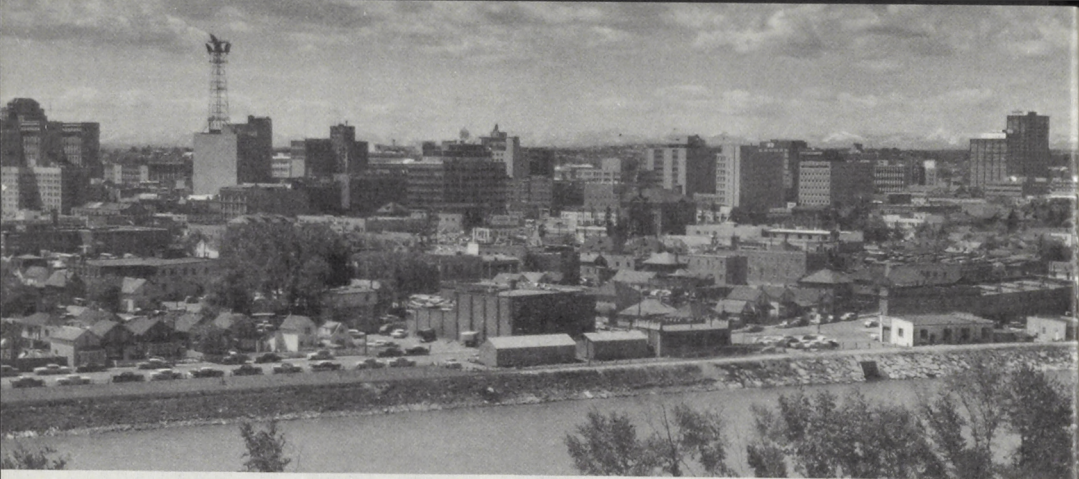
PLEASE NOTE:— ALL PURCHASES OUTLINED ABOVE CAN BE DECLARED AT WHOLESALE VALUE, NOT RETAIL PRICE PAID.

Listed below and on following pages for your convenience is a carefully prepared list of better stores, shops and specialty houses. We heartily recommend them to you for all your shopping.



*Every Type of Shopping  
Awaits You In Calgary*





*The first Shopping Centre north of Denver, Colorado, offers  
a complete variety at competitive prices.*

#### **ACCOUNTING SERVICES**

Munn, Richards, Yoeman & Co.  
508 - 15 Ave. S.W. 262-5484  
The McBee Co. Ltd.  
1147 - 17 Ave. S.W. 244-1477

#### **ADVERTISING**

Calgary Entertainment and  
Supper Club  
635 - 6 Ave. S.W. 266-3322  
Goodis Goldberg & Soren  
628 - 12 Ave. S.W. 262-7474  
Nattall & Maloney Advertising  
8227 - Elbow Drive 252-0111

#### **ART GALLERIES & STUDIOS**

Canadian Art Galleries  
811 - 17 Ave. S.W. 266-2489  
Gainsborough Galleries  
611 - 8 Ave. S.W. 269-6682  
Ratlidge Studio  
1120 - 1 Street S.W.

#### **ANTIQUE SHOPS**

Sager's Maple Shop  
33 Ave. & 24 Street S.W. 249-0233

#### **APPLIANCES & REPAIRS**

Appliance Parts & Service Co.  
225 - 16 Ave. N.W. 277-5440  
Tom Moody Co.  
1104 Centre St. N. and  
2310A - 4 Street S.W. 277-0701

#### **BAKERIES**

City Bakery  
906 - 1 Ave. N.E. 266-2279  
Em's Bakery Ltd.  
11A Spruce Centre 249-2874  
General Bakeries  
203 - 58 Ave. S.E. 255-7761  
Honeyboy Bread Ltd.  
231 Forge Road 255-1165

National System of Baking  
1604 Centre St. N. 277-5522  
220 - 7 Ave. S.W.  
724 - 17 Ave. S.W.

#### **BEAUTY PARLORS**

Fashion 'N Flair  
2312A - 16 Ave. N.W. 282-2223  
Franz Schmidt Hair Stylist  
131 - 8 Ave. S.W. 262-7236  
Paul Este Hairstyling  
1440A - 17 Ave. S.W. 244-5610  
Wildwood Beauty Salon  
3825 Banff Coach Road 249-2476

#### **BOATS & EQUIPMENT**

The Boat & Sport Shop  
130 - 16 Ave. N.W. 277-3625

#### **BOOK STORES**

Carmen Moore Books  
806 - 1 Street S.W. 263-2215  
Sunrise Gospel Book Room  
817 - 1 Street S.E. 262-9846

#### **BREWERIES**

Calgary Brewing & Malting  
East Calgary 273-5681  
Molson's Western Breweries  
218 - 11 Ave. S.W. 263-4740

#### **CANDY SHOPS**

Bridgeman's Chocolate Shop  
1217 - 1 Street S.W. 266-6557  
The Card & Candy Shop  
Calgary Shopping Centre 289-2465  
Olivier's Candies  
1005A - 1 Street S.W. 262-2945

#### **CHINA & GIFT SHOPS**

Cottage Crafts  
107 Malibou Road 252-3797  
Piccadilly China & Gift Shop  
117 - 8 Ave. S.W. 262-7773  
Reed's China & Gift Shop  
Calgary Shopping Centre 289-5757  
The Whistling Oyster Gift Shop  
3820 Banff Coach Road 249-2646



**FOR THE**  
**FINEST IN FOODS**  
**At Low Low Prices**

•

*Shop With Confidence*



•

**SHOP**  
**SAFEWAY**



**CHIROPRACTORS**

Dr. H. Depp  
805 - 1 Street S.W. 266-5339

**CHURCH SUPPLIES**

Burns-Hanley Co. Ltd.  
1412 - 1 Street S.W. 269-3202

**DAIRIES**

Alpha Milk  
704 - 11 Ave. S.W. 262-5426  
Model Dairies  
308 - 17 Ave. S.W. 263-7444  
Palm Dairies  
1104 - 8 Street S.W. 269-4991  
Union Milk  
5 Ave. & 1 Street S.E. 262-4686

**DEPARTMENT STORES**

J. H. Ashdown Hardware Co.  
110 - 8 Ave. S.W. 266-7931  
Eaton's of Canada  
8 Ave. & 4 Street S.W. 266-0234  
Hudson's Bay Company  
8 Ave. & 1 Street S.W. 262-0345  
Simpson - Sears  
1616 - 14 Ave. N.W. 289-7777  
Woodward's Ltd.  
Chinook Shopping Centre 255-6121

**DISTILLERS**

Adams Distillers Ltd.  
122 - 11 Ave. S.W. 262-7657  
Alberta Distillers  
14 St. & 34 Ave. S.E. 273-1545  
Gooderham & Worts  
1954 - 13 Street S.W. 244-1859

J. E. Seagram & Sons Ltd.  
3904 - 41 Ave. S.W. 242-6868

**DRAPERIES**

Frederick's Drapery Ltd.  
1506 Centre St. N. 276-3511

**DRUGS**

Douglass Drugs  
16 Ave. & Centre St. N. 277-2717  
16 Ave. & 3 Street N.E. 277-2755  
Cliff Irwin Rexall Drugs  
718 - 16 Ave. N.W. 289-5561  
Kensington Drug  
2440 Kensington Road 283-2911  
MacLean Drugs  
109 - 8 Ave. S.E. 269-7424  
Marshall Drugs  
5011 Macleod Trail 243-7796  
McKechnie's Drug Store  
9 Ave. & 12 Street S.E. 273-5766  
Penley's Drug Store  
Chinook Shopping Centre 255-0858  
Sunalta Drugs  
14 St. & 12 Ave. S.W. 244-5556  
Victoria Pharmacy  
12 Ave. & 2 Street S.E. 266-3335

**DRY CLEANING & LAUNDRY**

Dollar Cleaners  
1114 - 17 Ave. S.W. 244-0711  
Palmer's Ltd.  
2711 - 14 Street S.W. 244-1111  
Peerless Cleaners  
2434 Kensington Road 283-5566  
Premier-Ontario Cleaners & Launderers  
902 - 4 Ave. S.W. 266-8811

*Calgary's Many Fine Supermarkets Make Grocery Buying  
An Inexpensive Pleasure*







# Dinnerware and Gifts for Gracious Living..

ROYAL DOULTON DINNERWARE, WEDGEWOOD,  
AYNSLEY, MINTON, ROYAL ALBERT

COSTUME JEWELRY, CUT GLASS, COALPORT PIECES, ETC.

## PICCADILLY CHINA & GIFTS

EXCHANGE ALLOWED  
ON U.S. FUNDS

329 - 8th AVE. S.W. — PHONE 263-5424

*Distinctive Alberta Tartan & Prairie Rose China Available Here*



*"The World's Finest Woollens"*

DIRECT IMPORTERS

LADIES' & GENTLEMEN'S WEAR



**English & Scotch Shop Ltd.**

708 - 3rd Street S.W.

Telephone 262-2934

CALGARY, ALBERTA



Rosedale Cleaners  
16 Ave. & 4 Street N.W. 277-0777  
Sparkle Cleaners  
2927 Richmond Road 249-2521  
#2 Store—7728 Elbow Dr. 255-4054  
#3 Store—2614 Kensington Rd.  
283-4951

### FILM COMPANIES & THEATRE SUPPLIES

Canfilm Screen Services Ltd.  
1147 - 17 Ave. S.W. 244-7448  
Master Film Studios  
811A - 17 Ave. S.W. 244-2008  
Sharp's Theater Supplies  
104 - 4 Street S.W. 262-4076

### FINANCE COMPANIES

Traders Finance Corp. Ltd.  
609A - 7 Ave. S.W. 262-2101

### FLORISTS

Campbell Floral  
321 - 7 Ave. S.W. 263-8420  
Floralia Designers  
Royal Hotel Lobby 262-9821  
Terrills Florists  
809 - 1 Street S.W. 262-3812  
Whitburns Ltd.  
715 Rideau Road 243-3446

### FUNERAL HOMES

Chapel of the Bells  
2720 Centre St. N. 276-2296  
Gooder's Hillside Chapel  
17 Ave. & 16A Street S.W. 244-2106  
Jacques Funeral Home  
240 - 17 Ave. S.W. 263-6440  
Leyden's Funeral Home  
18 Ave. & 2 Street S.W. 262-9101  
McInnis & Holloway  
1503 - 4 Street S.W. 262-3030

### FUR STORES

Renfrew Furs Ltd.  
106 - 7 Ave. S.W. 269-4341  
Swears & Wells (Canada)  
222 - 8 Ave. S.W. 263-2850

### FURNITURE & APPLIANCES

Fry's Lampland  
124 - 16 Ave. N.E. 277-1941  
House of Modern  
802 - 16 Ave. S.W. 263-6633  
Miller Furniture  
25 Ave. & 4 Street W. 262-7570  
Williams Bros. Ltd.  
117 - 10 Ave. S.W. 269-1971  
Chinook Centre  
255-0077

### GARDEN & MARINE EQUIPMENT

Arn's Equipment  
340 - 16 Ave. N.W. 277-4335  
Lawn - Marine Ltd.  
236 - 12 Ave. S.W. 263-2541

### GLASS & MIRRORS

Bennett Glass Company  
228 - 7 Ave. S.E. 262-1778  
Bogardus Wilson  
208 - 39 Ave. N.E. 277-0101  
Canadian Pittsburgh Industries  
504 - 10 Ave. S.W. 263-0460

### CUSTOM GLASS WORKS

Continental Glass Co.  
215 - 35 Ave. N.E. 277-9068

### HARDWARE STORES

Ashdown's Hardware  
110 - 8 Ave. S.W. 266-7391  
Alyth Shopping Centre  
G. L. Chesney Hardware  
102 - 16 Ave. N.W. 277-7577  
Harper's Hardware  
134 - 12 Ave. S.W. 262-7429  
Manchester Hardware  
5518 Macleod Trail 255-5531

### HATCHERIES

Agnew Fox Chicks Ltd.  
1045 - 8 Street S.E. 273-4155

### HEALTH CLUBS

Pogue Health Centre  
Holiday Inn 263-7600

### INTERIOR DESIGNERS

Douglas Motter & Associates  
2613A - 14 Street S.W. 244-4695

### JEWELLERY STORES

Craftsman Jewellers Ltd.  
803 - 1 Street S.W. 262-9822  
J. Vair Anderson  
230 - 8 Ave. S.W. 266-3949  
Henry Birks & Sons  
314 - 8 Ave. S.W. 262-9515

### LADIES' WEAR

Dayton's Fashions Ltd.  
310 - 8 Ave. S.W. 269-2516  
Parisian  
106 - 8 Ave. S.E. 262-6187  
The Red Door Fashions Ltd.  
2315A - 4 Street S.W. 269-5438  
Calgary Inn Promenade

Silk-O-Lina  
119 - 8 Ave. S.W. 262-7262  
Tall Girl Shop  
239 - 8 Ave. S.W. (dwnstrs) 263-8772

### LADIES' WEAR — IMPORTED

Gordon's English & Scotch Shop  
708 - 3 Street S.W. 262-2934  
Ted McGregor's  
818 - 1 Street S.W. 262-5327

### LINEN SUPPLY

Canadian Linen Supply  
730 - 2 Ave. S.W. 263-8600



## LOCAL CRAFTS

For authentically local, hand-made items not available elsewhere, Calgary offers four unusual shops. Dinosaur bone gift items, conversation-piece jewellery, hand-carved wood and bone products, gold, silver and copper crafts, Indian goods, hand-crafted leather and a fascinating variety of other products. Priced in the range you want, too. Custom orders for conventions.

Canadian Craft Centre  
706 Centre Street S. 262-1467  
Ceramic Arts Calgary  
515 - 53 Street S.W. 249-2791  
Green's House of Rock & Lapidary  
249 - 18 Ave. N.E. 277-4831  
Old Cabin Crafts  
517 - 8 Ave. S.W. 262-3837

## MEAT MARKETS

Bon Ton Market  
701 Centre St. S. 266-4571

## MEN'S WEAR

David L. Abel Clothiers  
137 - 8 Ave. S.W. 262-9939  
Coachman Clothes  
309 - 7 Ave. S.W. 263-2887  
Jack Forman's Hats  
327A - 7 Ave. S.W. 269-1220



## IMPORTED BRITISH WOOLLENS

- Cashmere sweaters — a vast selection—  
Braemar, Hogg of Hawick, Pringle and  
Lyle & Scott.
- Burberry topcoats, Chester Barrie suits  
and coats, Liberty blouses and pure  
silk scarves, County Sports of London  
knit suits.
- Canadian hand-woven skirts —  
Madawaska weavers.

## DIRECT IMPORTERS

**818 - First Street S.W.**

Half Block North of Palliser  
Phone AM 2-5327



"EVERYTHING

FOR THE TALL GIRL"

DOWNSTAIRS  
239 - 8th AVE. S.W.  
AMhrst 263-8772

OPEN THURSDAYS AND FRIDAYS

TILL 9:00 P.M.

Don Forster Men's Wear  
335 - 7 Ave. S.W. 262-1838  
Gordon's English & Scotch Shop  
708 - 3 Street S.W. 262-2934  
A. E. Jaques & Sons  
1312 - 9 Ave. S.E. 273-5260  
MacDowell's Men's Wear  
#10 Alyth Shopping Centre 273-1720  
MacLeod Bros. Ltd.  
9 Ave. & 1 Street S.E. 262-3852  
Chinook Shopping Centre 255-0995  
Joe Mark Men's Wear  
1806 - 14 Ave. N.W. 289-1714  
O'Connor Bourque Ltd.  
210 - 7 Ave. S.W. 269-1663

## MOVING & TRUCKING

Art's Transport Ltd.  
4605 - 1 Street S.E. 243-5501  
Canadian Freightways Ltd.  
410 Riverside Blvd. 269-3711  
Crone Bros. Ltd.  
831 - 48 Ave. S.E. 243-4083  
Kor's Moving & Storage  
434 Meredith Road 266-6701  
MacCosham's Van Lines  
215 - 10 Ave. S.W. 266-8881  
Madison Storage & Cartage Ltd.  
3904 - 1 Street N.E. 277-0545



Midland Superior Express Ltd.  
42 Ave. & 10 Street S.E. 243-3471  
O'Shea's Transportation  
424 - 51 Ave. S.E. 252-3356  
Richardson's Transport  
404 - 24 Street N.E. 272-1161  
Security Storage Ltd.  
4344 Macleod Trail 243-4681  
H. M. Trimble & Sons  
1510 - 40 Ave. S.E. 243-5621

#### MUSIC SERVICES

American Music Corp. Ltd.  
711 - 10 Street S.W. 269-2037  
Southern Music  
608 - 1 Street S.E. 266-5271

#### MUSIC STORES

Glenn's Music Ltd.  
226 - 7 Ave. S.W. 266-3181  
Heintzman & Co. Ltd.  
329 - 8 Ave. S.W. 262-3232

#### OFFICE SERVICES

Irene Clevering Secretarial Service  
Elveden House 269-3080  
Manpower Services Ltd.  
533 - 11 Ave. S.W. 269-6936

#### PET SERVICES

Brooks Dog Salon  
827 - 17 Ave. S.W. 244-2668  
Red Top Ltd., Box 307  
Nose Creek 266-1702  
Sunawagold Kennels  
No. 1A Highway West 289-0226  
Westside Veterinary Clinic  
11 Ave. & 14 Street S.W. 244-2778

#### PICTURE FRAMING

Mid West Picture Frame Co.  
5512 Macleod Trail 252-2130

#### PRINTING, LITHOGRAPHING, DUPLICATING

Alcraft Printing Limited  
4303 Airport Road 277-0751  
Boasten Printing  
2050 - 10 Ave. S.W. 244-8132  
Burnand Printing  
230 - 7 Ave. S.E. 269-2888  
Cruden's Trade Bindery  
1433 - 17 Ave. S.W. 244-6632  
Foothill Printing  
311 - 34 Ave. S.E. 243-4641  
Grant-Mann Lithographers  
1710 Centre St. N. 277-3345  
The Hamly Press Ltd.  
30 Gladeview Cres. 249-1026  
Humphries Printing  
2212 - 4 Street S.W. 262-3054  
Kyle Printing Ltd.  
1336 - 9 Ave. S.E. 243-5417  
John D. McArA  
512 - 4 Ave. S.W. 262-1566  
Northwest Printing & Lithographing  
1808 - 1 Street N.W. 277-4882

Universal Engravers Ltd.  
1902 - 10 Ave. S.W. 244-7427  
West Printing  
302 - 4 Ave. S.W. 262-4006  
Western Printing & Lithographing  
706 - 2 Ave. S.W. 262-6111

#### RENTAL SERVICES

A-1 Rental Sales & Service  
315 - 39 Ave. S.E. 243-1414  
Rogers Rentals  
1220 Centre St. N. 277-6454

#### REPRODUCTIONS & DRAFTING

Calgary Drafting & Blueprint  
615 - 8 Ave. S.W. 269-4361

#### SHOE STORES

Amantea Shoes  
132 - 8 Ave. S.W. 269-2870

#### SHOPPING CENTRES

Alyth Shopping Centre  
Portland St. & Blackfoot Trail  
Calgary North Hill Shopping Centre  
16 Ave. & 14 Street N.W.  
Chinook Shopping Centre  
66 Ave. & Macleod Trail  
Westbrook Shopping Centre  
Banff Coach Rd. & 37 Street S.W.

#### SIGN COMPANIES

A-1 Signs  
121 - 17 Ave. S.E. 262-4054  
Color-Print Display Co.  
106 - 11 Ave. S.E. 262-9994  
Dot Signs  
410 Riverside Blvd. 269-1436  
Hook Signs  
4 Ave. & 3 Street S.E. 263-2170  
Neon Contractors  
5305 - 1A Street S.W. 252-3391  
Neon Sales & Service  
909 - 15 Street S.W. 269-4971  
Signs By Silkscreen  
1731 - 10 Ave. S.W. 289-7246  
E. Wilson Signs & Displays Ltd.  
610 - 3 Ave. S.W. 269-7812

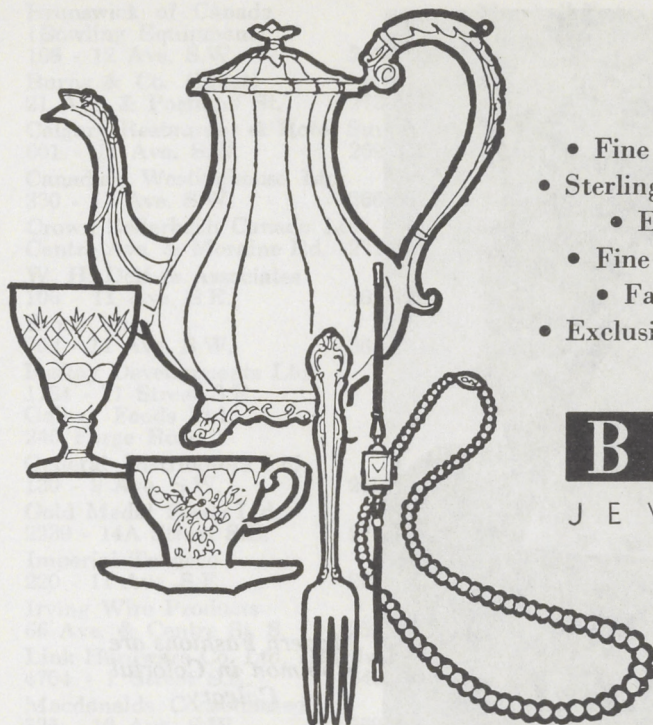
#### SOFT DRINKS

Calgary Brewing & Malting  
9 Ave. & 15 Street S.E. 273-5681  
Polar Aerated Water  
129 - 3 Ave. S.E. 263-7700

#### SPORTING GOODS

Alberta Divers Supply Ltd. (Whlse.)  
1328 - 17 Ave. S.W. 244-4338  
Big Chief Sporting Goods  
230 - 7 Ave. S.W. 262-3748  
The Boat & Sport Shop  
130 - 16 Ave. N.W. 277-3625  
Doug's Cycle & Sharpening  
2129 - 33 Ave. S.W. 242-5666  
MacFarlane & Wilson Ltd.  
8 Ave. & 3 Street S.W. 266-4807  
Neil Martin Ski Centre  
614 - 17 Ave. S.W. 269-7580





- Fine Jewellery
- Sterling Silver and Antiques
  - English Bone China
- Fine Leather Goods
  - Fashion Jewellery
- Exclusive Swiss Watches

## BIRKS

### JEWELLERS

25 BRANCHES IN 19 CITIES  
2 BRANCHES IN CALGARY

**314 - 8 Avenue S.W. and Chinook Shopping Centre**

Premier Cycle & Sports  
319 - 7 Ave. S.W. 263-8855

Pro Sports Shop  
Calgary Shopping Centre 289-3344

Skiers (Sportshop) Ltd.  
336 - 7 Ave. S.W. 266-4564

War Surplus Stores  
137 - 7 Ave. S.E. 266-5707

148 - 10 Street N.W. 283-6533

Western Scope (Whlse.)  
1328 - 17 Ave. S.W. 244-4855

#### **STATIONERY & OFFICE SUPPLIES**

Keith Stationers  
630 - 5 Ave. S.W. 263-0900

H. J. Kellam Ltd.  
414 - 6 Street S.W. 262-3513

Lewis Stationery  
620 - 9 Ave. S.W. 266-4676

The National Cash Register Co.  
820 - 16 Ave. S.W. 263-8080

F. E. Osborne  
112 - 8 Ave. S.W. 262-1234

Tomahawk Business Systems Ltd.  
4106 - Macleod Trail 243-3221

Victor Comptometer  
516 - 16 Ave. N.W. 282-2839

Warner Business Machines Ltd.  
918 - 7 Ave. S.W. 262-7273

Willson Stationery  
323 - 8 Ave. S.W. 269-6911

#### **SUPERMARKETS**

A & P Stores, 6909 Macleod Trail

Calgary Co-operative Association  
3 Stores in Calgary

Canada Safeway, 28 Stores in Calgary

Dominion Stores Ltd., 3 Stores in Calgary

#### **TRAVEL AGENCIES**

Burritt Travel Service  
625 - 3 Street S.W. 269-3791

Thos. Cook & Son  
702 - 2 Street S.W. 263-6570

P. Lawson Travel  
119 - 7 Ave. S.W. 263-4810

Whiteside World Travel Ltd.  
133 - 6 Ave. S.W. 262-9525

#### **TROPHIES**

Western Trophy Shop  
353 - 11 Ave. S.W. 263-4838

#### **TRUST, MORTGAGE & INVESTMENT COMPANIES**

Alberta Mortgage Exchange  
132A - 9 Ave. S.W. 269-1491

Canada Permanent - Toronto  
General Trust

315 - 8 Ave. S.W. 266-1071





*Modern Fashions are  
Common in Colorful  
Calgary*

Canada Trust Co.	262-7911
528 - 8 Ave. S.W.	
City Savings & Trust Co.	
532 - 8 Ave. S.W.	266-8851
Crown Trust	
227 - 8 Ave. S.W.	262-5511
Farmers & Merchants Trust	
209 - 8 Ave. S.W.	263-3200
Gairdner & Co. Ltd.	
519 - 8 Ave. S.W.	269-7921
Gray, Tapp, Turney & Co. Ltd.	
309 - 7 Ave. S.W.	269-3141
Henning Berlet Agencies	
503 - 17 Ave. S.W.	263-4020
James Richardson & Sons	
319 - 8 Ave. S.W.	266-7171
Metro Mortgage Corp. Ltd.	
640 - 7 Ave. S.W.	266-4056
National Trust Co.	
605 - 8 Ave. S.W.	263-1460
North West Trust Co.	
Elveden House	263-8885
Royal Trust	
606 - 7 Ave. S.W.	266-1091
Traders Finance Corp. Ltd.	
734 - 8 Ave. S.W.	262-2101

#### **VARIETY STORES**

F. W. Woolworth	
228 - 8 Ave. S.W.	266-1588

#### **WESTERN STORES & RIDING EQUIPMENT**

Cowtownner	
614 - 17 Ave. S.W.	266-3646
Kenway's Western Store	
1418 - 2 Street S.E.	266-4270
Riley & McCormick Ltd.	
334 - 7 Ave. S.W.	262-1556
Smithbilt Hats	
3 Ave. & 5 Street S.W.	262-4404
The Tack Shop	
311 - 17 Ave. S.W.	263-3741

#### **WHOLESALEERS**

Acme Novelty	
723 - 10 Ave. S.W.	263-1150
Alberta Book & Novelty	
131 - 7 Ave. S.E.	263-4255
Alberta Spuds & Produce Ltd.	
(Fruit and Vegetables)	
4219 - 17A Street S.E.	273-1103
Associated Grocers	
5516 - 5 Street S.E.	255-5596
B.C. Packers	
929 - 17 Ave. S.W.	244-2196
Bolt Supply House	
1213 - 2 Street S.E.	269-4301
Bridge Brand Produce	
611 - 53 Ave. S.E.	255-4494



Brunswick of Canada  
(Bowling Equipment)  
108 - 12 Ave. S.W. 263-7064

Burns & Co. (Meat)  
21 Ave. & Portland St. 273-0110

Calgary Restaurant & Hotel Supply  
601 - 11 Ave. S.W. 269-3555

Canadian Westinghouse Ltd.  
330 - 11 Ave. S.W. 266-8821

Crown Zellerbach Canada Ltd.  
Centre Ave. & Moraine Rd. 272-1121

W. H. Delf & Associates  
106 - 11 Ave. S.E. 262-1282

Emco Ltd.  
302 - 11 Ave. S.W. 266-7311

Esskay Developments Ltd.  
1134 - 11 Street S.E.

Galaxy Foods Ltd.  
245 Forge Road

General Distributors Ltd.  
130 - 9 Ave. S.W. 262-9223

Gold Medal Feeds Ltd.  
2239 - 14A Street S.E. 273-4781

Imperial Tobacco  
220 - 11 Ave. S.E. 263-1250

Irving Wire Products  
66 Ave. & Centre St. S. 255-6661

Link Hardware Co. Ltd. (Hardware)  
4704 - 1 Street S.E. 243-4256

Macdonalds Consolidated  
535 - 10 Ave. S.W. 269-2507

Marshall-Knop (Western) Ltd.  
522 - 11 Ave. S.W. 263-6950

Merchants Hardware Ltd.  
325 - 10 Ave. S.W. 266-4960

Pinecrest Poultry Sales  
2126 Hurst Road 273-1571

Ruddy Industries Ltd.  
7730 Macleod Trail 255-8050

Scott National Fruit  
525 - 10 Ave. S.W. 266-6233

Showalter Agencies  
1904 - 17 Ave. N.W. 289-7897

Spalding Hardware (Hardware)  
929 - 17 Ave. S.W. 244-5531

Sproule Bearing Supply Ltd.  
809 - 17 Ave. S.W. 244-5541

Stafford Foods Ltd.  
1016 - 34 Ave. S.E. 243-4276

Union Packing  
Box 158, Calgary 266-8861

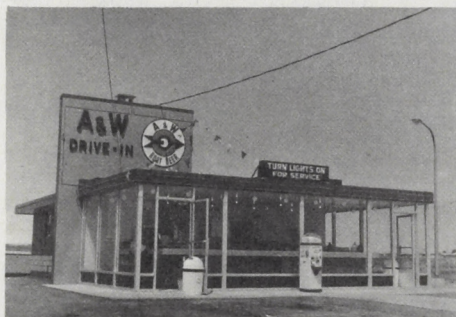
United News (Magazines)  
3647 Blackburn Rd. 243-4611

Wallace & Carey  
211 - 7 Ave. S.E. 262-5521

Welders Supplies Ltd.  
609 - 42 Ave. S.E. 243-7746

#### YARDGOODS

Silk-O-Lina  
119 - 8 Ave. S.W. 262-7262



# A W & DRIVE-IN RESTAURANTS

*Specializing in:*

DELIVERY  
SERVICE  
ON  
REQUEST

**CHUBBY CHICKEN**

OUR NEW TASTE SENSATION

*Also the A & W Burger family:*

★ GRANDPA BURGERS

★ PAPA BURGERS

★ MAMA BURGERS

★ BABY BURGERS

*Visit One of the Locations in Your Area:*

7118 MACLEOD TRAIL  
2120 KENSINGTON ROAD

2510 CENTRE STREET NORTH

3916 - 17th AVE. S.W.

3920 - 17th AVE. S.E. (Forest Lawn)



**ENJOY ONE STOP  
SHOPPING**

# **CHINOOK SHOPPING CENTRE**

*featuring*

**Woodward's**

**A COMPLETE DEPT. STORE**

**A FAMOUS FOOD FLOOR**

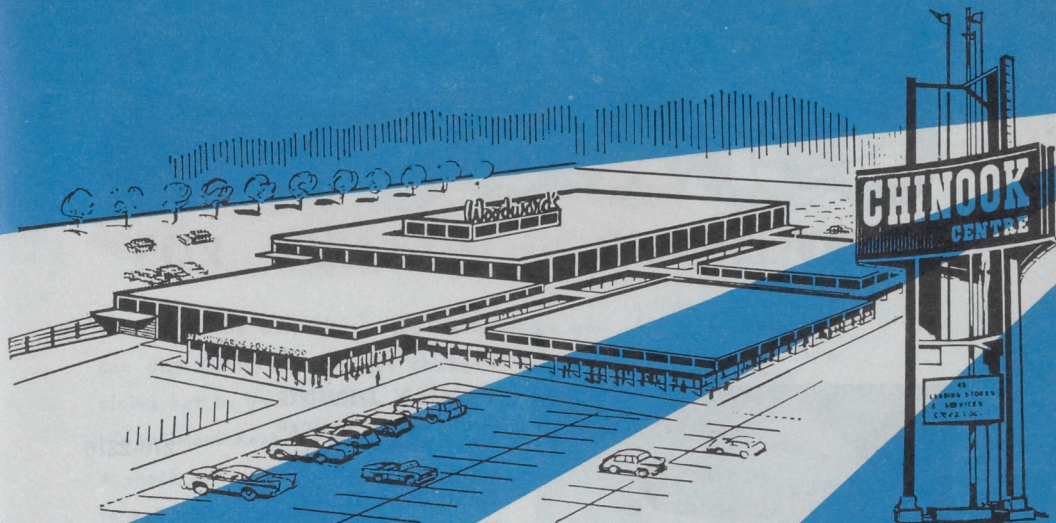
**AUTO SERVICE CENTRE**

**PLUS**

**52 FINE STORES  
& SERVICES**

**Chinook Shopping Centre at 66th Ave. & Macleod Trail**





*Woodward's*  
and 52 STORES  
Waiting to Serve You



- \*Agnew-Surpass Shoes
- \*Alberta Liquor Store
- Alberta Piano Co.
- \*Betty Shop
- Henry Birks & Sons
- \*Burritt Travel Service
- \*Calgary Herald
- Career Girl Fashions
- \*Carolina Patio
- \*Carolina Restaurant & Lounge
- Carriage House
- Chinook Art Gallery
- Chinook Barber Shop
- \*Chinook Bowladrome
- \*Chinook Insurance Centre
- \*Chinook Shoe Repair
- Chinook Watch Repair
- \*Fabric Care Dry Cleaners
- \*Finney-Rogers Sports
- Hollinsworth's
- Holt Renfrew
- \*Jager Home Sales
- \*S. S. Kresge
- Macleod Bros.
- \*McCullough's Fabrics
- \*Merrell's Maternity Modes
- Mel's Lumber & Building Sup.
- \*Dental Offices
- \*National Trust
- \*Norman's Beauty Salon
- Nut House
- \*Patricia Bakery
- \*Pederson Bros., Florist
- \*Penley's Drugs
- \*Public Library
- \*Reitman's
- \*Save-On Meats
- \*Singer Sewing Machine Co.
- \*Smitty's Pancake House
- \*Spence's Shoes
- Sterling Shoes
- \*Toronto Dominion Bank
- \*United Cigar Stores
- \*Williams Bros. Ltd.
- Woods Fireplace & Accessories Ltd.
- Woodward's Dept. Store
- Woodward's Food Floor
- Woodward's Service Station

MEDICAL OFFICES:

- \*Bio-Clinical Laboratories
- \*Dr. J. A. Cameron, Chirprtr.
- \*Chinook Medical Clinic
- \*Chinook Optometric Clinic

**FREE  
PARKING  
FOR  
3500  
CARS**

**POST  
OFFICE  
&  
MEDICAL  
OFFICES**

**SHOP  
THURS.  
& FRI.  
TILL  
9 p.m.**

**STORE HOURS:**

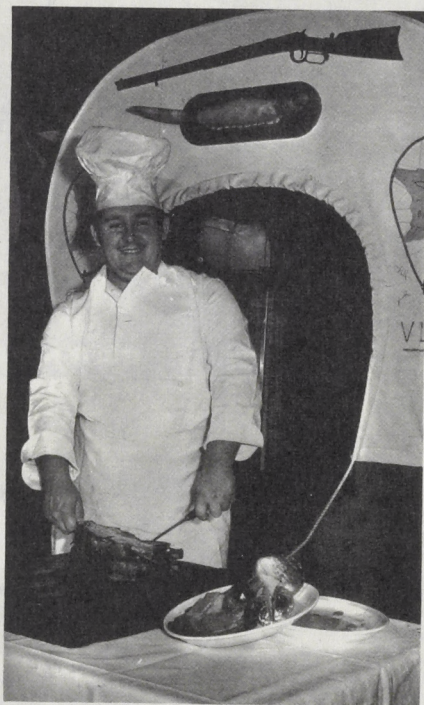
**Tues., Wed., Sat. - 9:30 a.m. to 6 p.m. Thurs., Fri. - 9:30 a.m. to 9 p.m.**

**\* Denotes Stores Open Monday 9:30 a.m. to 6 p.m.**





## Dining in Calgary



*You can dine in a wide variety  
of fine Restaurants in Calgary*

### CATERERS

A-1 Caterers 315 - 39 Ave. S.E.	243-2423
Beavers Restaurants Ltd. 328 - 17 Ave. S.E.	266-5182
Calgary Caterers Ltd. 1538 - 17 Ave. S.W.	244-1176
Drisdale's Industrial Caterers 5509 - 1A Street S.W.	255-0303
Todd's Reddi-Hot Foods 315 - 19 Street N.W.	283-2030

### FAMILY DINING

Ambassador Lounge 802 - 16 Ave. N.E.	276-2216
Banff Gate Inn Banff Park Gates	
Barney's Fine Foods 3828 Macleod Trail	243-5292
Beacon Hotel Restaurant 16 Ave. & Centre St. N.	277-4124
Bennett's Restaurants 2 Street & 8 Ave. S.W.	263-2848
Brown's Continental Restaurant 1116A - 1 Street S.W.	266-1154
Caravan Restaurant 414 - 4 Ave. S.W.	266-2555
Carolina Restaurant 619 Centre St. S.	266-1277
Chicken On The Way 1443 Kensington Rd.	283-4931
Crossroads Restaurant 2120 - 16 Ave. N.E.	277-4548
Dante's Restaurant (Italian Cuisine) 201 - 4 Street N.E.	263-3588
Dinny's Cafe, Brooks, Alta.	
Empress Grill & Lounge 219 - 6 Ave. S.W.	262-5328
Fernando's Restaurant 815 - 7 Ave. S.W.	263-8427
Flamingo Restaurant 111 - 8 Ave. S.W.	266-6866
Fort Chiniquay Restaurant 30 mi. E. of Banff on Trans-Canada Highway	
Guvnor's Grill 7 Ave. & 2 Street S.W. (Royalite Building)	269-7890
Happy Valley Dining Room Happy Valley	288-5300
Harry's Cafe 5001 Macleod Trail	243-1480
Highlander Hotel Restaurant 16 Ave. & 16 Street N.W.	289-1961
Imperial Palace 506 - 4 Ave. S.W.	269-4808
Jade Palace 3 Ave. & Centre St. S.	262-9219



# WHEN IN CALGARY — DIAL **CHICKEN** FOR BARNEY'S DOOR DELIVERY

Calgary is the only city in the world where you can dial "Chicken" and get chicken — delivered piping hot to your hotel or motel within minutes. It's delicious Kentucky Fried Chicken — perfect as a snack or as a meal in itself.... and terrific to eat while travelling.

PARTY SIZE BARREL \$4.95	FAMILY SIZE BUCKET \$3.50	THRIFT PACK \$2.10	INDIVIDUAL BOX \$1.00
--------------------------------	---------------------------------	--------------------------	-----------------------------

**Kentucky Fried Chicken**  
REG. U.S. PAT. OFF. COPYRIGHT 1966 BY HARLAND SANDERS

1426 - 17 Ave. S.W.  
CH 4-2536

832A - 16 Ave. N.W.  
AV 9-8200

336 - 9 Ave. N.E.  
AM 3-1951

3717 - 17 Ave. S.W.  
CH 2-2393

Hotel Wales,  
709 - 2nd St. S.W.  
AM 3-3648

3828 - Macleod Trail  
CH 3-6611

82 Ave. & Elbow Drive  
255 - 7840



**Barney's**

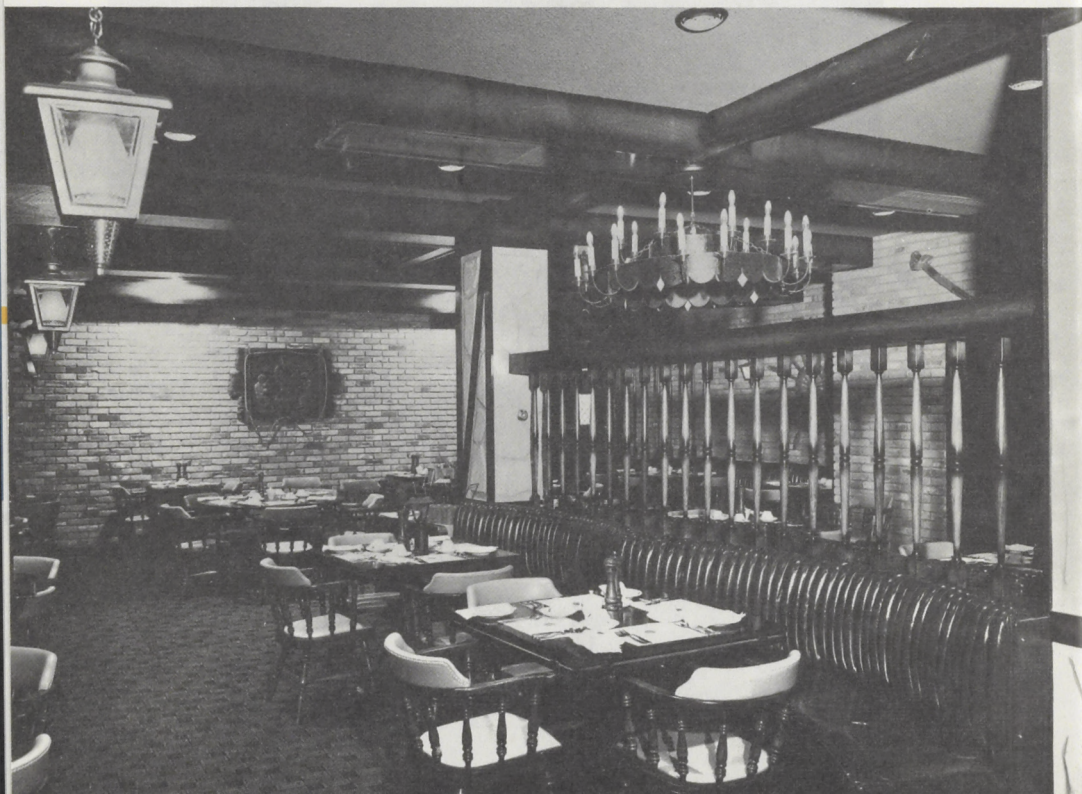
*Gracious Atmosphere and Fine Foods are Easily Found in Calgary*





Linda Mae's Lotus Gardens 221 Centre St. S.	263-5895	Amber Room, York Hotel 7 Ave. & Centre St. S.	262-5585
Mr. Mike's 235 - 8 Ave. S.W.	262-2528	Black Angus Dining Lounge Highlander Hotel 16 Ave. & 16 St. N.W.	289-1961
Phil's Pancake House 2312 - 16 Ave. N.W.	289-0444	The Captain's Table Trade Winds Motor Hotel 66 Ave. & Macleod Trail	252-2211
Prairie Inn 823 - 17 Ave. S.W.	244-2859	Caribbean Room, Beacon Hotel 16 Ave. & Centre St. N.	277-4124
Royal Dining Room 708 - 2 Street S.W.	262-4326	Crossroads Motor Hotel 16 Ave. & 21 Street N.E.	277-4548
Smitty's Original Pancakes 6131 Macleod Trail	255-5808	Empress Grill & Lounge 219 - 6 Ave. S.W.	262-5328
Three Sisters Esso Coffee Shop Canmore, Alberta		Fernando's Restaurants Ltd. 815 - 7 Ave. S.W.	263-8427
Village Inn Restaurant 2231 Banff Highway	289-9800	Fireside Dining Lounge Carolina Restaurant	
Wales Hotel Coffee Shop 709 - 2 Street S.W.	266-1031	Chinook Shopping Centre	255-4757
Yale Plaza Restaurant Opposite CPR Station	266-3863	Georgian Terrace Stampeder Hotel 3828 Macleod Trail	243-5292
York Coffee Shop 7 Ave. & Centre St. S.	262-5585	Hy's Steak House 810 - 3 Street S.W.	263-2220
Phil's Pancake House Banff, Alberta		Hy's at the Airport McCall Field	277-8242
<b>DINING LOUNGES</b> (Wines & Cocktails Available with Meals)		Imperial Palace 506 - 4 Ave. S.W.	269-4808

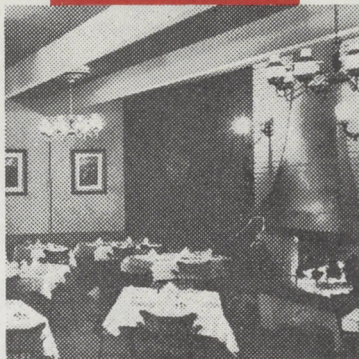
*Yet another of the many Superb Dining Centres in Calgary*





# When in Calgary

*dine in relaxed friendly  
surroundings*



DELICIOUS FOOD WITH A HOME-COOKED FLAVOUR ALL WOMEN COOKS



## TWO LOCATIONS

### DOWNTOWN

in the heart of Calgary  
across from the York Hotel  
on Centre Street

### FIRESIDE Dining LOUNGE LAMPLIGHTER LOUNGE

Licensed . . . in Chinook Centre  
on Macleod Trail

Jade Palace	
3 Ave. & Centre St. S.	262-9219
Oasis Dining Lounge	
Caravan Motor Hotel	
4 Ave. & 4 Street S.W.	266-2555
Rimrock Room, Palliser Hotel	
9 Ave. & 1 Street S.W.	262-8621
The River Room, Elbow Lodge Ltd.	
1851 Park Road	269-6711
Royal Dining Room, Royal Hotel	
708 - 2 Street S.W.	262-4326
Shield Dining Lounge, Wales Hotel	
709 - 2 Street S.W.	266-1031

### DRIVE-INS

A & W Drive Inns	
2120 Kensington Road	283-0327
70 Ave. & Macleod Trail	255-5091
24 Ave. & Centre St. N.	277-1130
Sunrise Drive-In Restaurant	
1635 - 37 Street S.W.	249-1666

### TAKE OUT SERVICE

A & W Drive Inns	
2120 Kensington Rd.	283-0327
70 Ave. & Macleod Trail	255-5091
2510 Centre St. N.	277-1130
Barney's Chicken	
3828 Macleod Trail	243-6611
1426 - 17 Ave. S.W.	244-2536
832 - 16 Ave. N.W.	289-8200
336 - 9 Ave. N.E.	263-1951
3719 - 17 Ave. S.W.	242-2393
Chicken-on-the-Way	
1443 Kensington Rd.	283-5545
6511 Elbow Drive	255-5292
Jade Palace	
302 Centre St. S.	262-9219
Linda Mae's Lotus Gardens	
221 Centre St. S.	263-5895
Ming's Kitchen Ltd.	
2829 - 14 Street S.W.	244-5581
Sunrise Drive-In Restaurant	
1635 - 37 Street S.W.	249-1666





*The Old General Store of 1900 comes to life again in Calgary's nostalgic Heritage Park.*



# Toby Jug

## LOUNGE

Starlight Room  
(Licensed)

Royal Dining Room  
and  
Coffee Shop

"House Specialties"

RED BRAND STEAKS

JUMBO SHRIMPS

FRIED CHICKEN



In Hotel Royal — on 2nd St. West — Between 7th and 8th Avenues  
Calgary, Alberta



*Outdoor Barbecue Parties provide real Eatin' Food in Calgary*

## *The* WESTGATE *Motor Hotel* . . . CALGARY'S NEWEST

- 40 NEW 4-STAR UNITS
- COFFEE SHOP . . . DINING ROOM
- FULLY LICENSED LOUNGES
- AMPLE FREE PARKING
- BANQUET & CONVENTION FACILITIES



LOCATED IN CALGARY'S WEST END . . . 10 MIN. FROM DOWNTOWN

1111 - 33rd Street S.W. . . . Phone 249-3181

*On the Banff Coach Rd. leading to and from Banff*





*Main Street, Canada 1910, authentically reproduced in Heritage Park.*



RELAXING,  
COUNTRY CLUB  
ATMOSPHERE

# GUVNOR'S GRILL

CALGARY  
ALBERTA

- Specialists in Delicious  
Sea Foods and Steaks
- Licensed Lounge
- Restful Surroundings

CENTRAL DOWNTOWN LOCATION ...  
in the Royalite Building ...  
7th Ave. & 2nd Str. S.W. CALGARY

PHONE AM 9-7890

Meet His Highness  
**KING LOBSTER**



Pick him out of his Private Sea  
and be royally entertained in the

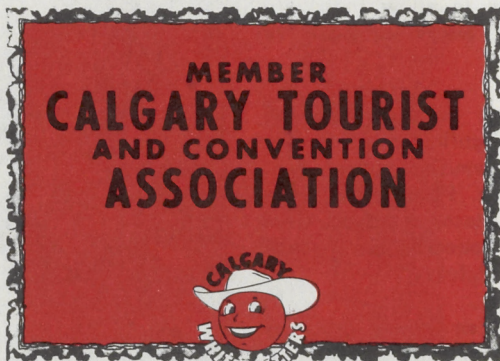
**CARIBBEAN  
DINING ROOM**

Gay CALYPSO LOUNGE Fully Licensed

**Beacon Hotel**

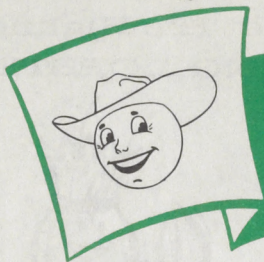
DINNER DANCING — Fri. and Sat. Evening  
PHONE CR 7-4124  
16 AVE & CENTRE ST. N.  
Spacious Parking  
AIR CONDITIONED

**LOOK FOR THIS SIGN**



It's your assurance of dependable,  
courteous service





## Industries in Calgary

One of the bright spots of North America — a city enjoying rapid growth based on oil and gas, expanding markets, and alert local leadership.

H. McKinley Conway, Jr., of Industrial Development, made the above statement after a recent study of the industrial situation in Calgary.

Zooming from a population of 100,000 at the end of World War II to over 300,000 today, with even pessimists estimating over 600,000 by 1980, Calgary is well above average in expansion in all ways.

Recognizing there would be tremendous growth, once the major oil discoveries of 1947 were announced, the city planned well for the future. This is particularly so in the industrial field.

Industrial areas were set up, railroad lines provided, ample water and natural gas services provided in sections of the city to allow industries of all types to easily establish in Calgary.

Today, driving through planned areas such as Highfield you see the names that are familiar in any part of North America. Firms with home bases in United States, England, Germany and other countries have established plants in Calgary.

In addition to assistance provided by Ken Ford, the Industrial Co-ordinator, industries find Calgary provides two other essentials for success. One, a stable labor force, and two, pleasant living conditions for employees.

The Provincial Institute of Technology and Art, a prominent Calgary educational centre, has a registration of over 7,000 a year, providing a continuous flow of skilled workers year after year.

As home office in Canada for nearly 400 firms directly connected with the petroleum industry, there is a natural integration of efforts with the industrial world.

Long a city with an economy based on ranching and agriculture, Calgary entered another phase with the discovery of oil. Today, Calgary is on the eve of still another phase — a great industrial revolution.

For anyone wanting complete details on the industrial picture in Calgary, we suggest you contact Mr. Ken Ford, Industrial Co-ordinator, City Hall Annex, Calgary, Alberta.



*Sulphur Production is Plentiful  
in Calgary*



# WELCOME to CALGARY

... centre of the rapidly growing Western Canadian Market!

WE HOPE YOU'LL ENJOY YOUR VISIT TO OUR CITY . . . TO THE CALGARY STAMPEDE . . . AND OUR SPARKLING MOUNTAIN RESORTS. BUT, TAKE TIME OUT . . . TAKE A LOOK AT CALGARY'S INDUSTRIAL POTENTIAL . . . AT THE MANY ATTRACTIVE SITES OFFERED THAT WOULD MAKE IDEAL BRANCH PLANT LOCATIONS FOR YOUR COMPANY.

HAPPY TIMES, HAPPY TRAVELLING TO YOU . . . FROM



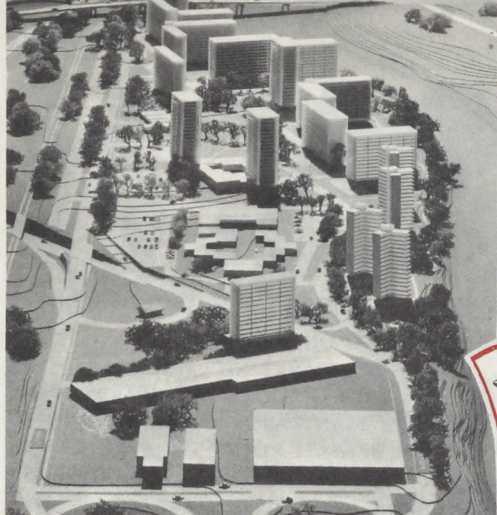
GRANT MacEWAN  
Mayor

K. S. FORD  
Industrial Co-ordinator



*Oil Refining has been a  
Calgary Industry for  
over 40 Years*





## Construction in Calgary

*The \$30 million Bow Village complex  
to start in Calgary this year*

Calgary was born in 1875—just 89 short years ago.

In the few years, as time is counted, since the city was founded, Calgary construction has shown amazing versatility. A buoyant, stable economy demanded more and more functional, yet attractive, office buildings, factories, stores and other places of business.

The population, doubled in the last ten years, looked for homes in keeping with the open spaces of the west—and the construction industry was equal to the demand.

Today, in spite of rather narrow streets originally designed for leisurely moving horse-drawn vehicles, Calgary can proudly show stately custom houses, comfortable project homes, carefully planned residential areas, huge apartment developments, and yet, fully serviced industrial sections. The construction industry in Calgary has not only provided all this, but two firms from the city have moved into the United States to reverse the usual trend.

In the planned industrial sections of the city, every type of modern construction method has been utilized, graphically illustrating the continuing progress the Calgary construction industry has made in keeping pace with the development of the city.

Over all construction in Calgary has held close to the \$100 million a year for several years, and shows every indication of maintaining that level.

Look around, note the homes, office buildings large and small, factories, stores, and apartment blocks, and see for yourself the astonishing growth of the city in only 89 years.

### AIR CONDITIONING, VENTILATION & EQUIPMENT

- |                             |          |
|-----------------------------|----------|
| J. K. Campbell & Associates |          |
| 1411 - 40 Ave. S.E.         | 273-1526 |
| H. F. Clarke Ltd.           |          |
| 5220 - 1A Street S.E.       | 255-0186 |

### ARCHITECTS

- |                                |          |
|--------------------------------|----------|
| J. H. Cook & Associates        |          |
| 802 - 16 Ave. S.W.             | 263-6515 |
| H. W. R. McMillan & Associates |          |
| 212 - 7 Ave. S.W.              | 269-3111 |
| Glen W. Parsons                |          |
| 223 - 10 Street N.W.           | 283-4336 |

### CONCRETE SUPPLIERS

- |                           |          |
|---------------------------|----------|
| Con-Force Products Ltd.   |          |
| Pearce Estate             | 273-3351 |
| Consolidated Concrete     |          |
| 5440 - 1 Street S.W.      | 252-1121 |
| Procter Concrete Products |          |
| 34 Ave. & 15 Street S.E.  | 273-4493 |
| South Side Concrete Mix   |          |
| 700 - 46 Ave. S.E.        | 243-2531 |

### CONTRACTORS — ELECTRICAL

- |                      |          |
|----------------------|----------|
| Eades Electric Ltd.  |          |
| 2433 - 2 Street S.E. | 266-5496 |
| Hume & Rumble Ltd.   |          |
| 7040 Farrel Road     | 252-3386 |

### CONTRACTORS & HOUSE- BUILDERS

- |                                     |          |
|-------------------------------------|----------|
| Aluminum Co. of Canada              |          |
| 1070 Elveden House                  | 262-6106 |
| Apex Seed & Feed Plant Construction |          |
| 1835 - 10 Ave. S.W.                 | 244-6544 |





**You'll Love  
CALGARY**

*Its friendly people and cosmopolitan flavor. It's  
a wonderful place to live, to work, to prosper.  
When you decide to come to stay — talk  
to a member of the Calgary Real Estate  
Board about the home you'd like in any  
one of our pleasant residential areas.  
Select your new home from the  
M.L.S. Album of Photo-listings.*



141 Member Offices

**CALGARY REAL ESTATE BOARD CO-OPERATIVE LIMITED**

**6 2 2 - 5 t h A v e n u e W e s t**

**Telephone : 263 - 0530**



# Construction in Calgary

Bennett & White Ltd.  
1120 - 9 Ave. S.W. 262-9586

Burns & Dutton Construction  
5720 - 4 Street S.E. 252-5521

J. F. Burns Sand & Gravel  
448 - 42 Ave. S.E. 243-3674

Calgary Industrial Builders  
4820 Macleod Trail 243-1445

Carma Developers  
126 - 16 Ave. N.E. 277-8521

Cascade Builders Ltd.  
811A - 17 Ave. S.W. 244-5666

Christianson & Hanson  
4502 - 4A Street S.W. 243-5348

William Clark Holdings  
3915 - 2 Street N.E. 277-7561

Dania Construction  
219 - 38 Ave. N.E. 277-5625

Davies Homes Ltd.  
207 - 14 Street N.W. 283-0110

T. S. Evans Construction  
2804 - 24A Street S.W. 242-1135

Everall Construction  
2114A - 14 Street N.W. 289-1931

Sam Hashman & Co.  
1145 - 17 Ave. S.W. 244-5571

Himmelman Construction Ltd.  
514B - 25 Ave. S.W. 266-5940

Jager Homes Ltd.  
8525 Macleod Trail 255-4471

Keith Construction Ltd.  
9739 Macleod Trail 255-4401

Kvellstad Construction  
808 Miller Road 276-1933

Marwell Construction Ltd.  
312 - 4 Ave. S.W. 263-0450

Master Craft Homes Ltd.  
512 - 4 Ave. S.W. 266-1061

Milner & Thompson Construction  
7032 Farrell Road 252-3844

Morstead & Son Ltd. (masonry)  
7032 Farrell Road 252-0176

Ostberg Construction & Holding  
1605 Centre St. N. 277-4493

Pioneer Paving Co.  
800 - 46 Ave. S.E. 243-2250

Standard Gravel & Surfacing  
5340 - 1 Street S.W. 255-1131

Art Sullivan Co.  
1202 - 1 Street S.W. 263-2290

Tonin Construction Co.  
1147 - 17 Ave. S.W. 244-9361

Watson Construction Co.  
5338 - 1A Street S.E. 255-6414

The Wynn Construction Ltd.  
118 - 5 Ave. S.E. 269-1579

## DESIGNERS

Rolston-Levitt Designers  
818 - 16 Ave. N.W. 289-0121

## ENGINEERING SERVICES

Falcon Engineering Co.  
1003 - 11 Ave. S.W. 244-2791

Haddin, Davis & Brown  
1134 - 8 Ave. S.W. 269-4901

A. W. Homme Ltd.  
5505 - 4 Street S.E. 255-7771

H. W. Klassen & Associates  
526 - 12 Ave. S.W. 266-6276

Maxwell & Campbell Consulting  
631 - 42 Ave. S.E. 243-7989

Stearns-Roger Engineering  
7127 Fairmount Drive 255-0111

## INDUSTRIAL MACHINERY & EQUIPMENT

Industrial Road & Equipment  
807 - 42 Ave. S.E. 243-2761

Oliver Industrial Supply Co.  
3619 Blackburn Road 243-5551

## INSTRUMENT SUPPLY

Barton Instruments Ltd.  
121 - 14 Street N.W. 283-5513

## LIME

Loder's Lime Ltd.  
5504 - 3 Street S.E. 255-4466

## LUMBER SUPPLIES & WOODWORK

Beaver Lumber  
11 Ave. & 11 Street S.W. 244-2166

Crescent Lumber & Supplies Ltd.  
107 - 16 Ave. N.W. 277-3888

Davidson Enman Lumber  
42 Ave. & 4 Street S.E. 243-2566

Expert Woodcraft  
6225 Centre St. S. 252-3560

Gienow Sash & Door Ltd.  
336 - 35 Ave. N.E. 276-1171

Gunther's Building Supplies  
2102 - 10 Ave. S.W. 244-0726

Hasmor Millwork Co.  
412 - 3 Ave. S.E. 269-3844

Home Lumber  
Riverside Blvd. & 6 St. N.E. 266-1407

Mel's Lumber & Building Supplies  
3515 Edmonton Trail 277-8566

Weldwood Westply  
5707 - 3 Street S.E. 255-7711



Wolton Lumber Co.  
802 - 16 Ave. S.W. 263-7000  
Youngstown Kitchens  
2313 - 4 Street S.W. 269-7057

## PAINTING & DECORATING

Beale Decorating  
116 - 16 Ave. N.W. 277-1231  
British America Paint Co.  
2312 - 10 Ave. S.W. 244-7415  
Park & Derochie Decorating Ltd.  
1451 - 21 Ave. S.W. 244-3666  
Taylor Decorating  
1304 - 4 Street S.W. 262-7610

## PLUMBING & HEATING

Cone Water Heaters Ltd.  
3616 Manchester Road 243-6467  
Crane Canada Ltd.  
324 - 58 Ave. S.E. 255-6681  
Cronkhite Companies  
516 - 5 Ave. S.W. 263-4670  
Fred Deeves & Sons  
1314 - 17 Ave. S.W. 244-8951  
Engineering & Plumbing  
Supplies Ltd.  
839 - 10 Ave. S.W. 269-1371  
Lennox Industries (Canada) Ltd.  
5707 - 4 Street S.E. 255-4451  
A. J. Shrubsall Co.  
2042 - 10 Ave. S.W. 244-2101  
Snvder & Boon Ltd.  
1010 - 12 Ave. S.W. 244-7444

## POWER & FUEL

Calgary Power Co.  
140 - 1 Ave. S.W. 266-4631  
Canadian Western Natural Gas Co.  
6 Ave. & 1 Street S.W. 266-7111

## REAL ESTATE & INSURANCE

E. D. Adams  
2315 - 4 Street S.W. 266-6422  
Boake & MacDonald Agencies  
530 - 16 Ave. N.E. 277-2288  
Calgary Real Estate Board  
622 - 5 Ave. S.W. 263-0530  
C. J. Campbell  
603 Centre St. S. 269-4331  
Daryl Campbell Realty  
3011 - 26 Ave. S.W. 249-8916  
Clair J. Cote Realty  
628 - 12 Ave. S.W. 269-6186  
A. J. Dixon Real Estate  
4822 Macleod Trail 243-7330

Donovan Realty  
202 Alberta Stockyards Bldg. 273-3381  
Aubrey M. Edwards Ltd.  
212 Grain Exchange Bldg. 262-6540  
Exclusive Home Sales Ltd.  
1225 Kensington Road 283-5484

Frank Freeze Co.  
229 - 8 Ave. S.W. 269-7961  
Houston Agencies  
1026 - 16 Ave. N.W. 289-4441  
Hughes Realty Management  
1409A - 11 Street S.W. 244-6613  
Keith Built Homes  
9739 Macleod Trail 255-4401  
Knowlton Realty  
Bentall Bldg. 263-6290  
P. Lawson Agencies Ltd.  
121 - 7 Ave. S.W. 263-0160  
J. C. Leslie & Co. Ltd.  
200 Lancaster Bldg. 263-0650  
Lvle Bros. Ltd.  
627 - 6 Ave. S.W. 263-4033  
Miller Realty  
1824 - 14 Ave. N.W. 289-2511  
Montreal Trust Co.  
8 Ave. & 3 Street S.W. 269-3191  
Oil City Realty  
627 - 8 Ave. S.W. 263-5470  
Richfield Realty  
531A - 8 Ave. S.W. 263-5500  
Royal Management Co.  
(free apartment rental service)  
505 - 8 Ave. S.W. 263-3830  
Skinner Management Co. Ltd.  
837 - 17 Ave. S.W. 244-7955  
Toole, Peet & Co.  
809 - 2 Street S.W. 266-1041  
Van Helden Agencies  
518 - Lougheed Bldg. 263-0585

## STEEL, IRON & PIPE SUPPLY

Bonnybrook Steel Co. Ltd.  
4011 - 15A Street S.E. 273-3368  
C K Steel & Machinery Ltd.  
4243 - 17A Street S.E. 273-4391  
Canada Iron Foundries Ltd.  
223 - 53 Ave. S.E. 255-1171  
Dominion Bridge Co. Ltd.  
803 - 24 Ave. S.E. 273-5634  
Foothills Steel  
66 Ave. & Centre St. S. 255-0125  
Hector's Limited  
2020 - 17 Ave. S.E. 273-4981  
Mueller Metals Ltd.  
1120 - 12 Street S.E. 273-3311



# Hunting at Calgary

## BIG GAME

The National Parks in Alberta are game preserves. As such, they provide excellent breeding grounds for a wide range of game animals. The natural overflow from these preserves assures abundant game animals in the areas open to hunters. The following big game animals can be found within easy driving distance from Calgary.

- Antelope
- Caribou (Woodland)
- Bear (Black and Grizzly)
- Deer (Mule)
- Elk
- Mountain Goat
- Big Horn Sheep
- Moose

Guides are required. For full information write to the following — As a member of Alberta Outfitters Association, he will supply you with full details as to rates, seasons, etc. :

Alvin Guinn, Seebe, Alberta.

Calgary, the hub for every type of transportation, centres an area of fine

game hunting. Details are also available at anytime from the Calgary Tourist & Convention Association, Hospitality Centre, Mewata Park, Calgary.

## WATERFOWL & UPLAND GAME BIRDS

On the flyway for millions of migratory waterfowl, the area around Calgary is a shooters' heaven. Several varieties of duck, and the famous Canada Goose offer ideal bird hunting in the fall season.

Prairie Chicken, Hungarian Partridge and Ring Neck Pheasants can be found in many sections of Alberta around Calgary. The crisp fall days, ideal shooting conditions and abundance of birds combine to give hunters working out of Calgary the best in this interesting sport.

Season, bag limit, license details and other information always available through the Calgary Tourist & Convention Association, Hospitality Centre, Mewata Park, Calgary, Alta.

*"The big ones are plentiful in Calgary's hunting area"*







*A Sight Many Hunters See Around  
Calgary in Shooting Season*

# HI STRANGER! DIAL 96

*you'll like it!*



## *Enjoy Dinner Dancing in Barney's New* **STEAK ROOM**

★ ★ ★

Barney's distinctive Steak Room has fast become a popular downtown rendezvous since its inception in January. Dance music is provided nightly on Thursdays, Fridays and Saturdays. Steak Room open until 1:00 a.m. on Friday and Saturday.

★ ★ ★

**VISIT BARNEY'S NEW STEAK ROOM IN THE**

## **HOTEL WALES**

FULL RESTAURANT & COFFEE SHOP FACILITIES  
709 - 2nd Street S.W. Phone 266-1031



*Ring Necks are plentiful  
in the Calgary Area*





*"Winter offers a pleasant change of pace in the Calgary area"*





**CANADIAN IMPERIAL  
BANK OF COMMERCE**  
*Over 1260 branches to serve you*

## Currency Exchange

The value of any form of currency is decided daily on the money markets of the world. The Exchange at New York issues daily ratings which are used in all countries.

Currently, Canadian money is pegged at 92½ cents to the U.S. dollar. This gives American citizens a decided premium on their vacation spending. As not all places of business observe the full exchange rate, we urge you to visit the nearest branch of the banks listed below. You will receive the entire exchange rate with prompt and courteous attention at all times.

**Canadian Imperial Bank  
of Commerce**

309 - 8 Ave. S.W. .... 266-7251

**Bank of Montreal**

140 - 8 Ave. S.W. .... 266-8701

**Bank of Nova Scotia**

125 - 8 Ave. S.W. .... 263-1810

**Royal Bank of Canada**

411 - 8 Ave. S.W. .... 266-8751

**Toronto-Dominion Bank**

114 - 8 Ave. S.W. .... 269-5541





*Superb Highways In Storyland Surroundings In Banff Park*

## **Banff National Park**

So much has been written and told about the Banff area, it becomes difficult to describe it without sounding hackneyed.

The towering, majestic mountains, wearing their snow shawls even in the warm summer, would be enough for most people alone. Yet, added to the grandeur of the peaks in Banff National Park is a host of attractions equally as interesting.

Only 77 paved miles west of Calgary, Banff Park is a wild game preserve. As such, it is common to see Rocky Mountain Sheep, moose, bear, deer, beavers, elk and many other animals within easy camera range.

Hot pools become swimming pools, clear brooks become accessories to flowers and shrubs in the colorful park areas, stately trees lend color and shade to picnic and camp grounds in Banff.

There's riding along quiet bridle paths, boating on the smooth, serene rivers and lakes, fishing in the fast running mountain rivers, mountain climbing, hiking, tennis, golf, and all the activities you will enjoy.

Ample accommodation of every type and price range, good food and shopping, car service, are all available to add to the pleasure of your stay. The greatest thrill of all is to ride to the top of the mountain for a vast panoramic view of the entire area.

Banff the Beautiful awaits your pleasure.



# Canada's Story comes Alive...

at the

## CANADIAN WAX GALLERY

Banff,  
Alberta

From the magical artistry of Josephine  
TUSSAUD and Company of London,  
England. . . .

The explorers who first discovered this  
wide and mighty land . . . .

The far-seeing statesmen who fathered  
Confederation . . . .

The warriors who fought and bled for  
Canada . . . .

The men who authored and attracted millions to the incomparable Calgary  
Stampede . . . .

The Indian Chiefs, the giants of Canadian sports, the Governors-General . . . .

Gathered in a wondrous company, the great men and women of Canada, past  
and present, stand before you, life-size in wax, so realistic you'll swear they're  
ALIVE !

In this Gallery unique for its Canadian content, the famous of other lands also  
stand ready to greet you — Kings and Queens, American Presidents, authors,  
scientists — even the astronaut, Colonel John Glenn.

Photography welcome — 78 life-size, life-like Wax Figures; 19 beautiful  
artistic scenes; 7,000 square feet of display area.

Such fascinating entertainment — bring the whole family to the CANADIAN  
WAX GALLERY, next to the Cascade Hotel on Banff Avenue, Banff, Alberta.  
Open daily.



The wax figure of Emily Pauline  
Johnson as displayed in the Gallery.





*Mt. Rundle provides a peaceful backdrop to canoeing on the Bow*



*The Serene Moraine Lake,  
Just out of Lake Louise*

Banff, beautiful in the summer, adds another dimension during the winter. Deep, fluffy snow gives a fairyland touch to mountain top and quiet meadow alike. Superb ski facilities and terrain are so exceptional Banff has been proposed as a Winter Olympic site.

Spring, too, is a fascinating time in Banff. Grass and leaves spring out in glistening green, streams and waterfalls shake off the icy hibernation to come sparklingly alive, youngsters of a wide variety of animals make their wobbly-legged appearance. Spring has a special meaning all its own at Banff, and it's yours to enjoy.

Fall, with its parade of color and falling leaves, is a quiet, back-to-nature period in Banff. You can enjoy watching, in every glen and glade, as animals and vegetation prepare for the long winter ahead.

No matter what time of year, you and your camera can enjoy and keep the pleasures of magnificent Banff.



*Banff and Cascade Mountain in  
the background.*

## *Visit Banff...*

in the Heart  
of the  
Majestic Rockies!

---

## *Take a Ride...*

on the famous

### **GONDOLA LIFT**

to the top of

### **BANFF SULPHUR MOUNTAIN**



This is the only lift of its type in Canada and the only lift in the area which brings you to the top of a mountain, and as high up as 7,500 feet above sea level.

From Sulphur Mountain you will enjoy a panorama covering a full circle of 360 degrees, with a horizon of mountains and ridges stretching over 90 miles.

Our gondolas are fully glassed in and seat 4 adults. Everybody, from baby to grandmother can go in safety and comfort.

*The Sulphur Mountain Summit  
Tea House, 3,000 feet above  
Banff.*



More than 177,000 people took the Gondola Ride in 1963. IT IS BANFF'S MOST POPULAR ATTRACTION.

A cosy Tea House, seating 72 people awaits you atop Sulphur Mountain. It offers protection from sun and heat on bright days or from wind and cold at other times.

An organized trip to Banff and up Sulphur Mountain will prove to be a highlight of the entertainment program of your convention.

Please write to:

Banff Sulphur Mountain  
Gondola Lift Company Ltd.,  
Box 1258, Banff, Alta., Canada.





*You are on top of the world on a Ski Lift Ride in Banff National Park*



Only on this Lift a picture, similar to this, is taken of you while you ride the Chair Lift.

A souvenir forever.

Lowest rates in the National Park.

Operating the year around.

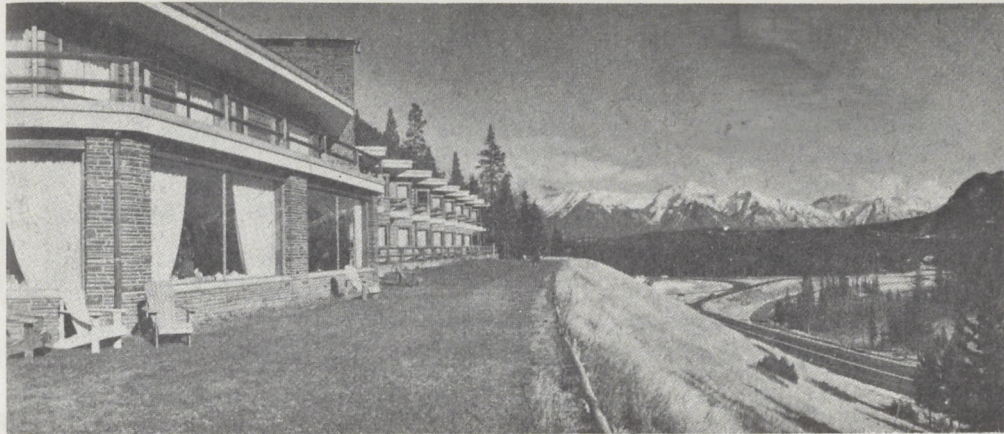
Five minutes off the Trans-Canada Highway Banff-West overpass.

Visit our Lodge and beautiful Norquay Teahouse.

## **MOUNT NORQUAY, BANFF**

ENJOY a ride on the double CHAIRLIFT and "Banff's Most Scenic View"!





## THE TIMBERLINE *Trans-Canada Highway, Banff*

A visitor's paradise nestled deep in Canada's finest scenery. Popular year-round as a cosy resort, the Timberline Hotel\* offers comfortable rooms, suites and bed-sitting rooms. Ideal for the visitor who wants to relax away from city traffic and noise, the Timberline is only about an hour's drive from Calgary, or can be easily reached by Canadian Pacific Railway.

*\*Operated by Canadian Pacific Hotels Ltd.*

*Canadian Pacific*

Trains / Trucks / Ships / Planes / Hotels / Telecommunications WORLD'S MOST COMPLETE TRANSPORTATION SYSTEM

*Banff National Park provides Beauty at every turn of the Road*







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# Canadian Rockies

Year 'round Sightseeing Trips and Taxi Service

Park Your Car and Take a Sightseeing Bus

Daily Trips To All Ski Areas

**BREWSTER-ROCKY MOUNTAIN-GRAYLINE LTD.**

Telephone 762 - 3366

Banff, Alberta

May we recommend the following Banff business firms. You are assured Courteous Service and Prompt Attention to your desires.

**TOURS:** Brewster, Rocky Mountain, Gray Line Ltd.

## ACCOMMODATION:

Gammon Motel, accommodates 188; Homestead Hotel, accommodates 135, dining room; Poplar Grove Motel, just outside Park gates at Canmore, accommodates 25; Rimrock Hotel, accommodates 160, dining, cocktails; Rundle Manor Hotel, accommodates 100; Scratch's Banff Bungalows, accommodates 242; Timberline Hotel, accommodates 98, dining, cocktails; Voyager Inn, accommodation 200, dining, cocktails.

**ENTERTAINMENT:** Canadian Wax Gallery.

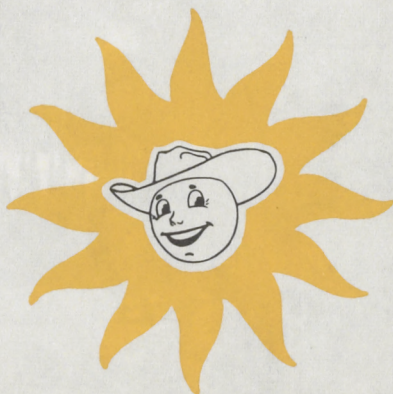
**SKIING:** Mt. Norquay, Banff; Pigeon Mountain, Canmore.

**LIFTS:** Mt. Norquay Chair Lift; Sulphur Mountain Gondola Lift.



to eat as much as you like when you visit his famous buffet supper. There are more than 80 delicious dishes from which to choose and you can help yourself to as much as you like of whatever you please — all for one reasonable fee.

**Barney's**  
**The Stampeder Hotel**  
MACLEOD TRAIL — CALGARY





# Scratch's Banff Bungalows



INVITE YOU TO THE  
BEAUTIES OF THE ROCKIES  
LOCATED ON TUNNEL  
MOUNTAIN, 240 FEET  
ABOVE TOWN OF BANFF  
4,748 FEET ABOVE SEA LEVEL  
ENJOY AN OPEN FIREPLACE  
P.O. BOX 519 BANFF  
PHONE PO 2-3544



*"Banff School of Fine Arts is a world leader in Educational Endeavour"*

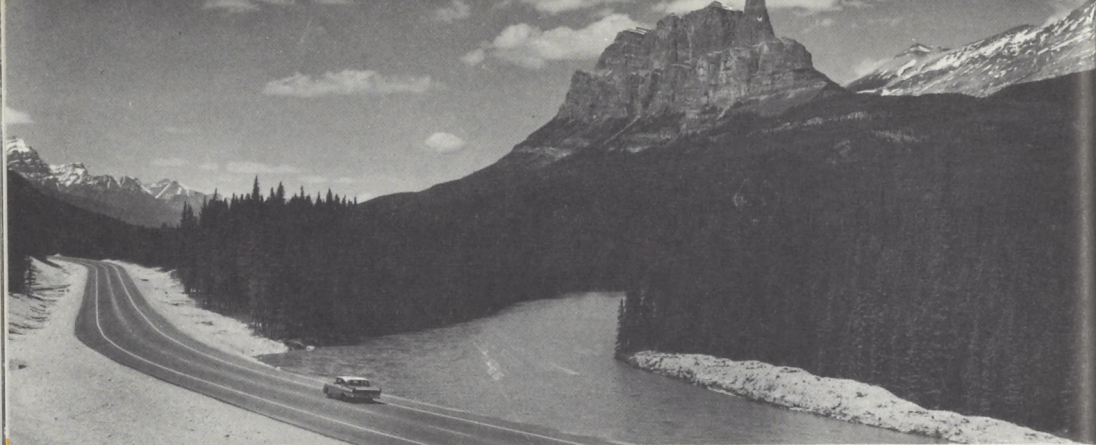
In Banff It's  
**THE HOMESTEAD HOTEL**  
AND DINING ROOM

And Directly Across the Street  
**THE NEW GAMMON MOTEL**  
54 Units — With Combination Tub and Shower  
Ample Parking — Town Centre Location

Phone PO 2-3344 - PO 2-2151

E. E. Gammon, Prop.





*Majestic Mt. Eisenhower on the Banff - Lake Louise Highway*

## Lake Louise

The Scope and splendor that is Lake Louise can provide you with your own wonderland. Memories of this enchanting place linger with you long after your visit.

The brilliance of Iceland poppies blooming by the jade waters of Lake Louise.

The tug of a well-cast fly as it touches white water.

The ripple of a canoe paddle on the serene lake waters.

The thrill-a-foot ride to the clouds on the sedan lift.

Forests of silence that are perfect sanctuary to wildlife of all kinds.

Alpine meadows that are gardens of bright and fragrant flowers.

Come with your camera, sketch book, palette or your mind's eye open to all things lovely, for at Lake Louise every turn of the road is an artist's viewpoint.

At Lake Louise, there's more to see than do. But the sheer pleasure of seeing is enough. You need no guide book to direct you to the beauties; your personal discovery of them is an adventure in itself.

*There's Only One Lake Louise — A World Known Gem*







## At Lake Louise Ride the World's Longest Sedan Lift

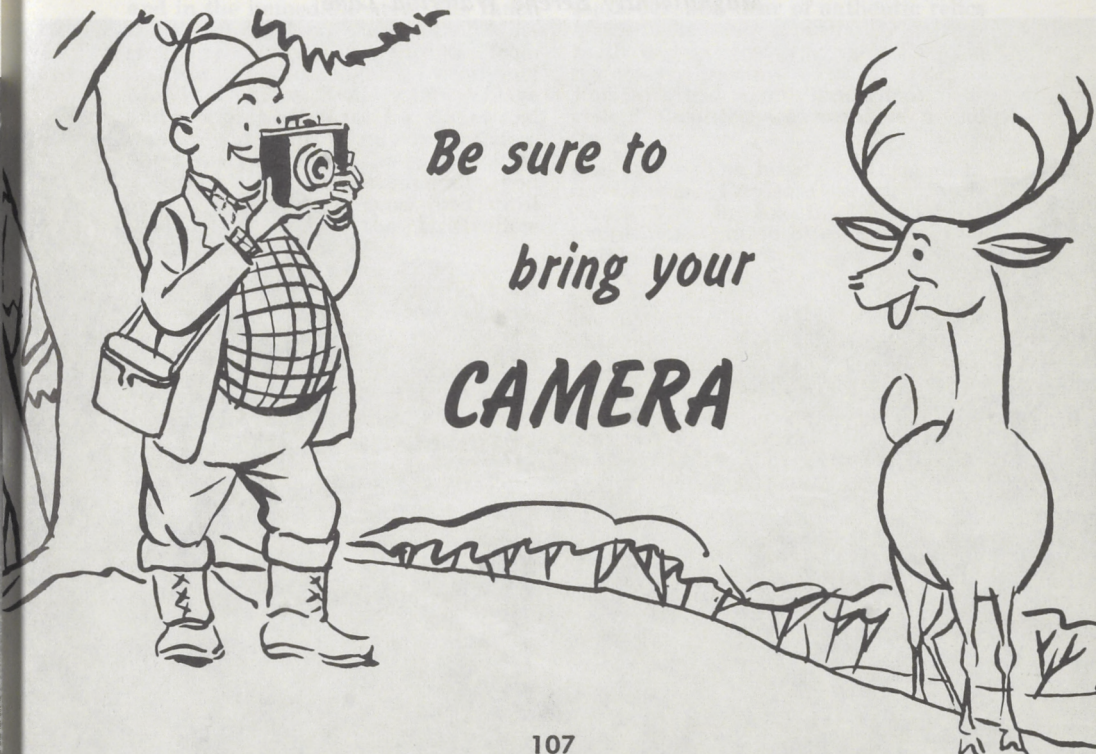
In winter or summer a ride on the comfortable Lake Louise Whitehorn Sedan Lift is an unforgettable journey for both young and old. This Lift provides dramatic views of the spectacular mountains in the Continental Divide from Mount Assiniboine in the South to Mount Balfour in the West, with world-famous Lake Louise in the center.

NORTH SIDE OF TRANS-CANADA  
HIGHWAY

200 YARDS EAST OF THE  
PIPESTONE RIVER BRIDGE

UNIQUE VIEW OF LAKE LOUISE  
TWENTY MINUTE ASCENT OF 1,600 FT.  
COMPLETELY ENCLOSED TWO AND  
THREE PASSENGER SEDANS  
SCENIC HIKES  
MOUNTAIN COFFEE SHOP

TREMENDOUS SKIING FROM DECEMBER TO MAY



*Be sure to  
bring your  
**CAMERA***



# Travelling South

As you head south from Calgary, you are entering an area with a rich, full history, a wealth of fascinating places and objects to see, people who enjoy having you stop to enjoy their country. We suggest you drive leisurely, accept our suggestion to see at first hand the true beauty of southern Alberta. Here's a few of the many exciting stops you can make.

**The Big Ditch**—Just at the outskirts of Calgary, a point-of-interest display board gives you a brief outline on the modest beginning of what was to become the world's greatest irrigation system.

**Avenue of Trees**—Just at the south limits of Midnapore, another history board tells of the work of Pat Burns. One of the west's best loved and most colorful pioneers, the orderly rows of stately poplar trees that border your highway were planted by Pat Burns—a man who planned for the future in a tangible, attractive manner.

**High River**—Here's a pleasant town with a proud background in the history of Alberta. A town whose people

still observe the warm, friendly traditions of the old west. The centre of many huge ranches and fine farms, High River is also the lead off point to the famous Duke of Windsor ranch. Camp and picnic facilities, a swimming pool and willingly helpful citizens make a stop here a memorable part of your trip.

**Nanton**—A stop at the Tap is a must! And that's only a part of the pleasure in making Nanton a stop-over on your trip. The Tap offers you a drink of cold, clear spring water, and the warm hearted town folk take it from there. They'll show you the many interesting exhibits they have here and there in the business places, give you careful advice on seeing the wonderland to the west, invite you to enjoy their pleasant camp and picnic areas.

**Driftwillow Ranch**—About 73 miles from Calgary, you'll notice three grain elevators, sentinels of Pultenay. A sign on your right reads "Driftwillow Ranch, 4 miles". Turn west on a good gravel road to Driftwillow, the home on a ranch. There are many in-

## *Magnificently Serene Waterton Lake*







*"The Famous Nanton Tap"*

triguing items in the Oxbow Room, and in the immediate area. The ranch is located right on the original Macleod Trail, only a few minutes from historic "The Leavings". This original Mounted Police Post, Indian Village and stopping-off place for stages and oxen freight trains is only ruins today, but gives you an on-the-spot look at Alberta history. And incidentally, you just haven't known good food until you enjoy one of the Driftwillow Ranch meals.

**Claresholm**—Another delightful town whose people are true westerners. The jeans and western wear you see is not atmosphere—Claresholm is one of Canada's major ranching centres. Ask anyone—they'll be happy to tell you of the many fishing spots, working ranches and tremendous farms that make Claresholm the important centre it is.

**Fort Macleod** — Founded by the original Royal North West Mounted Police, Fort Macleod is history itself. Don't let the maze of billboards confuse you, or deter you from stopping over in one of the most historic spots in North America. Above all, visit the re-created Fort. There's so much of the honest history of the continent on display at a very nominal charge.

you'll never regret taking the time to see, touch, and hear of authentic relics of the west when it was only a frontier. Any interest you may have in history can be satisfied in the Fort at Fort Macleod. Camp grounds and excellent facilities are available at all times.

**Cardston** — The heart of Mormonism in Canada, Cardston proudly welcomes you to see the magnificent temple, the Church of Jesus Christ of Latter Day Saints. An architectural masterpiece, the Temple took eight years to complete. Of course, there's complete facilities in Cardston for food and lodging, campgrounds, too.

**Waterton Lakes** — From Cardston, transfer from No. 2 Highway to No. 5, a good hard-topped highway, that will lead you to Waterton Lakes National Park. Only the International Boundary separates this park from Glacier National Park. Between them, they form the International Peace Park. Wild life abounds in Waterton Lakes Park, making it easy to get natural, long-to-be-remembered pictures. There's golf, hiking, tennis, swimming, boating, fishing, just about anything you like in a pleasant vacation. Excellent accommodation, camping and trailer parks, good shopping are all available in Waterton Lakes.





*Family Fun at Sylvan Lake — Just 100 Paved Miles North of Calgary*

## Travelling North

Highway No. 2, arrow straight to the north, leads you through much of the very best farm lands in Canada. As the miles register on your speedometer, take special notice of the lush vegetation, sweeping fields, and carefully tended farm yards. You'll see sleek stock, too, grazing on broad acres of short-grass.

There's many a quaint town along the way. For a change, turn in to one of these happy little centres. You'll find, as always in Alberta, friendly folks who welcome you. They'll happily direct you to Master Farms in the area, farms so distinctive and successful they have been awarded the coveted Master Farmer Award made yearly by the Alberta Government.

To the west of your Highway No. 2 is a section of fishing and hunting so tremendous the only suitable adjective is fabulous. Wild, tumbling rivers

are home to many varieties of fighting trout, heavily forested areas are home to fine game animals. And camping in those quiet, peaceful areas is an experience in itself.

Red Deer is the first major centre you find north of Calgary, a city of 16,000 people always ready to make you feel right at home.

Those same friendly Red Deer people will show you how to reach the serenity of Sylvan Lake, only a few paved miles to the west. Or historic Rocky Mountain House, where David Thompson established pioneer trails so many years ago. Or the quiet, campers' haven that is scenic Pine Lake. Or big, broad Gull Lake, where you can enjoy a quiet siesta or unlimber that boat and outboard.

At Red Deer, you have so many choices, it's a problem to know where to go and what to do first. Whatever you do, bet you enjoy it!



*Come to Edmonton and see . . .* THE GREAT NORTH WEST



Authentic Sod House



Kreye Stopping House

## PIONEER VILLAGE

**Western Canada's Largest Authentic  
Historical Exhibit!**

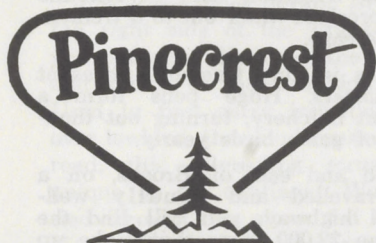
23 MILES WEST OF EDMONTON  
ON HIGHWAY 16, CLOSE TO ITS  
JUNCTION WITH THE ALASKA HIGHWAY.

**OPEN EVERY DAY . . . NOMINAL CHARGE**

**BRING A PICNIC LUNCH!** Picnic Grounds and Lake

There's a lot of country to the north. Edmonton, Alberta's Capital, is a booming, busy city of 330,000. Don't miss a visit to The Great Northwest Pioneer Village, 23 miles west of Edmonton on the Jasper Highway. The Peace River country is a broad, fertile farm area, where oil has brought an added bouyancy to the country. Good roads, of course.

"Travel the fascinating Mackenzie Highway to the Northwest Territories. Fantastic scenery and out-of-this-world fishing combine to give any visitor an unforgettable trip. Not for the impulse traveller, mind — gravel roads and once-in-a-while accommodation along the way, etc. — but to the hardy, a tremendous experience."



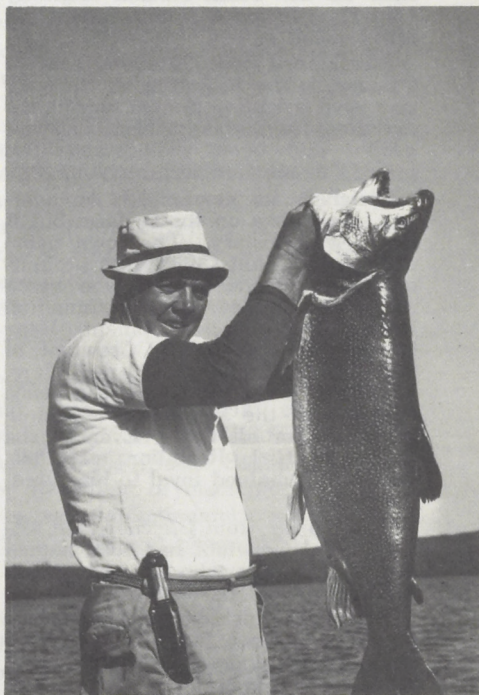
**LOOK FOR PINECREST'S  
BARBECUED "READY TO SERVE"  
CHICKENS WHEN YOU'RE  
SHOPPING . . . IDEAL FOR  
PICNICS AND TRAVELLING.**

**READY-TO-COOK POULTRY**

*Supplying all Calgary's leading restaurants and stores with the finest quality government-inspected poultry products.*

**PINECREST POULTRY SALES LTD.**

2126 HIRST ROAD — BR 3-1571



*"They Come Big in the  
Yellowknife, N.W.T. Area"*



## Travelling East

As you leave Calgary, and head East on the Trans-Canada Highway (No. 1), you have many interesting miles ahead of you.

Strathmore, just 30 miles east of Calgary, is the beginning of the very extensive irrigation system serving the dry areas to the south east. Pleasant people and good visitor amenities provide a welcome stop on your trip.

Gleichen, for example, is an average small town on the surface, but it teems with history. The town name came from Count Gleichen, a prominent German industrialist who was a major bondholder in early Canadian Pacific Railway development. Near Gleichen, the great Chief Crowfoot, of the Blackfoot Indians, is buried. Here, too, Chief Crowfoot signed the peace treaty with the whites to terminate hostilities for all times. Even in the infamous Riel Rebellion of 1885, Crowfoot remained loyal to his agreement.

Not too far from Gleichen, the settlement of Crowfoot has been named for this chieftain who did so much to bring peace to the west.

Notice, as you drive, the numerous irrigation ditches that form part of the world's greatest irrigation system. A land, too, almost desert before irrigation came, that now grows fine crops year after year.



*A glimpse of the Pioneer Historical Museum in friendly Medicine Hat.*

At Bassano, you are in one of Canada's best upland game bird areas. The big irrigation dam at Bassano pours precious water out to a tremendous acreage.

Brooks is truly Canada's pheasant headquarters. Huge pens form a pheasant hatchery, turning out thousands of game birds yearly.

North and east of Brooks, on a well-gravelled and equally well-marked highway, you will find the awesome 22,000 acres that make up Steveville Provincial Dinosaur Park. Badlands at their "baddest", as one visitor remarked, stretch out in front of you for endless miles. High view points let you get tremendous pictures. Warden Roy Fowler, one of Canada's leading amateur paleontologists, is always willing to give you a fascinating look into the world of millions of yesterdays.

There's a double treat to enjoy at the town of Brooks. Dinny's Cafe, right on the No. 1 highway at the entrance to the town, serves tasty, enjoyable food. Dinny's also features an intriguing little museum of the badlands area. Interesting exhibits of petrified dinosaur bones, trees and other animal life dating back 150 million years are yours to leisurely examine. Make a rest stop at Dinny's.



**WELCOME TO BROOKS - 115 MILES EAST OF CALGARY.**  
**"GATEWAY TO STEDEVILLE PREHISTORIC PARK"**

**FOR FINE FOOD**

**THE Country Kitchen**

home of

**CHAR-BROILED STEAKS  
DEEP FRIED SHRIMP  
VARIED MENU**

*Air Conditioned Comfort*

**DINING ROOM ☆ REST ROOMS**

**TOURIST INFORMATION**

**DOWNTOWN BROOKS**

**DINNY'S RESTAURANT**

"FEATURING TAKE-OUT SERVICE"

AND

**H. & H. SHELL SERVICE**

on Trans-Canada Hwy. Brooks

**TOP QUALITY CAR SERVICE**

**WHILE YOU ENJOY**

**BROOKS' BEST RESTAURANT**

**ICE**

**CUBED**

**ALWAYS  
AVAILABLE**

**24-HOUR SERVICE**



*Be Sure to Visit Dinny's Fossil House*

**FREE EXHIBIT OF FOSSILS, DINOSAUR BONES, ETC.**

**UNUSUAL DINOSAUR BONE JEWELLRY — SOUVENIRS FOR SALE**

**Located next to DINNY'S Restaurant — Trans-Canada Hwy. Brooks**

Just three miles beyond Brooks, on the right side of the Trans-Canada, you can get a glimpse of the aqueduct and siphon of the irrigation system. Used to first carry irrigation water over lowland, then underpass the railroad, this interesting structure is unique on the continent. Water carried through this alone, fed by Lake Newell Reservoir, serves over 58,000 thirsty acres.

You will note, after you pass the town of Tilley and the end of the irrigation system, the very obvious lack of vegetation that stretches endlessly on either side of the highway.

At Suffield, look far to your left and you can see the tremendous Suffield development of the Canadian Government. A classified post, extensive experimental work is carried on here in rigid secrecy.

Just approaching Medicine Hat, you pass through the manufacturing town of Redcliffe. Gigantic ovens turn out miles of bricks, ceramics, dinner-

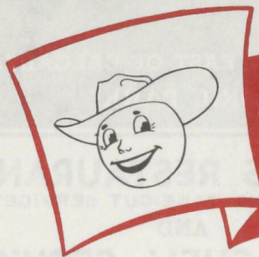
ware and all the many potteries that perfect clay, found in the area, can produce.

Medicine Hat, the city that Rudyard Kipling said had "all hell for a basement," is an unusual place. There is so much natural gas, the city never turns off the street lights, because of cost of turning them off and on exceeds that of letting them burn. Huge greenhouses and market gardens thrive.

As you have probably assumed, the odd name, Medicine Hat, came from translations of a Blackfoot Indian name of the Place "Saamis", meaning headress of medicine man. To-day, wags affectionately call the city "Pharmaceutical Chapeau".

A pleasant, always friendly city, Medicine Hat will make you comfortable with good accommodation, foods and all the many services designed to make your stop-over a pleasant interlude.





## Transportation

Calgary, so centrally located, can provide main line connections for Airlines, railways, bus lines and highways. Within the city, transportation of every type. Calgary Transit System provides scheduled, low rate buses to every part of the city. Several nationally known U-Drive stations are conveniently located, new cars always available. Modern taxi fleets whisk you promptly and safely where you want to go.

Listed below are details on any type of transportation, to any area in or out of the city.

### AIRLINES

**Canadian Pacific Airlines** — Daily flights to Vancouver. Connections to main line flights. Ph. 263-5410.

**Pacific Western Airlines** — Weekday flights to Edmonton, offering connections to all northern points. Ph. 269-3003.

**Trans - Canada Airlines** — Main line flights daily, excellent connections in all directions. Direct flights to all major Canadian cities, with connec-

tions to all foreign countries. Ph. 266-7431.

**Western Airlines**—Daily flights direct to Los Angeles, Salt Lake City and many other major American centres. Ph. 277-0176.

**West Coast Airlines** — Daily direct flights to Spokane, Seattle and Pacific Coast cities. Ph. 277-0755.

**Charter Air Service** — Six charter firms operating out of Calgary provide a wide range of charter services, ranging from helicopter operations to air ambulance service. Consult your nearest information centre for complete details.

**Aircraft Maintenance**—Modern facilities, for those who fly their own, always available in Calgary. All particulars available at the airport terminal of McCall Field.

### RAILWAYS

**Canadian National Railway** — Daily service to Edmonton, for connection with C.N.R. mainline service. Phone 266-5817 for schedules and other details required.

*Cool, Air Conditioned Buses make the City Tour in Calgary  
a Real Pleasure*





# HERTZ

## Rent-a-Car

113 - 7 Ave. S.E., across from York Hotel

SPARKLING  
NEW CARS  
OF  
ALL KINDS  
Reasonable Rates

FREE  
PICK-UP

PHONE

263-8400

## Transportation

**Canadian Pacific Railway** — Main-line service, as well as north and south lines to Edmonton, Lethbridge and Fort Macleod. Superb, modern trains daily to the east or through the mountains to Vancouver. Phone 266-9265 any time for schedules and rates.

### BUS SERVICES

**Greyhound Lines** — Continental service daily in super bus equipment. Through the Rockies, connections at border points to all parts of U.S., east through all of Canada or north to Edmonton in comfortable, safe buses. Phone 262-2131 for schedules, fares, etc.

**Cardinal Coach Lines** — Daily schedule connecting many rural areas. Call 266-3710.

**Calgary Gray Line** — Charter and sightseeing bus service. During summer months, regular tours through the many colorful Calgary attractions. Charter bus service any time of the year. Phone 266-3820 for all details.

### CALGARY TRANSIT SYSTEM

Fast service to all parts of the city. Call 266-3028 for schedules and routes.

### TAXI CABS

Bell Cabs	
Royal Hotel Building	262-2222
United Imperial Cabs	
124 - 4 Ave. S.W.	262-7777

### AUTOMOBILE RENTALS

Avis Rent-a-Car	
240 - 6 Ave. S.W.	269-6166
Budget Rent-a-Car	
407 Centre St. S.	263-0505
Econo-Car Rental System	
111 - 7 Ave. S.W.	262-4545
Hertz Dominion U-Drive	
113 - 7 Ave. S.E.	263-8400
Tilden Rent-a-Car	
Centre St. & 6 Ave.	263-6386





*Badlands so Awesomely Ugly they're Beautiful — on the Dinosaur Trail at Drumheller*

## The Dinosaur Trail

An unusual, and fascinating area awaits you at Drumheller. Between 60 and 140 million years ago, during the Cretaceous Period, the Drumheller area was the home of the dinosaurs. You can see the tremendous "Graveyard of the Dinosaurs" for yourself. Highway No. 1 to the east meets Highway No. 9 at Langdon Corner, and the broad, hard-topped road leads you right to Drumheller. It's only 88 miles from Calgary to Drumheller.

It was in 1884 that Joseph Burr Tyrell, a noted Canadian geologist, discovered the first dinosaur bones while examining coal beds in the region. In the years since, palaeontologists have found many odd bones, and several complete skeletons. A number of these are on display in museums throughout North America.

The search for these clues to the past goes on still in the awesome valley, where the unusual formations known as the "Hoodoos" are favorite photo subjects. Incidentally, the name dinosaur comes from Greek words "deinos", meaning terrible, and "sauros" for lizard. It is pronounced dine-o-sore.

Visitors to the area can find bits of bones, petrified wood and topical fruits, crystallized shells and other

interesting souvenirs. You get a brief glimpse of the thrill in store for you a few miles out of Drumheller as the highway skirts along Horseshoe Canyon. To drive through the badlands, drive right into the city. Good signs make it easy for you to locate the start of the Dinosaur Trail.

An unexpected and pleasant bonus of your trip through the valley is a visit to the "Biggest Little Church in the World". Just a few miles out of Drumheller, this unique structure invites you to stop and meditate a while. A recording system allows you to listen to a short prayer or hymn of your own faith while you sit in the miniature pews. Designed to seat 10,000 people (six at a time) the little church is a favorite with thousands of visitors every year.

Back in friendly Drumheller, make a visit to the museum a finale to your trip. Many interesting exhibits, ranging from tiny petrified seeds of prehistoric plants to giant snails, and from petrified wood to ancient turtle shells, all help to give you a first hand look at the world of many million years ago.

The city of Drumheller provides complete modern facilities for your stay of a few hours or a few days. Plan now to travel the "Dinosaur Trail".





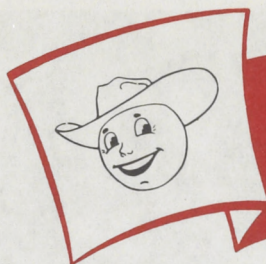
*Drumheller Museum is a fascinating page from the history  
of a million years ago.*

## Photo Credits

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## Points of Interest

Calgary has an amazing variety of attractions to offer. Whatever your personal interest may be, odds are heavily in favor of you finding it in the colorful Cow-Town.

Don't take our word for it—see them for yourself and know why Calgary has long been a pleasant portion of every enjoyable vacation.

For complete enjoyment of the city, park your car and take a tour bus. Calgary Gray Line run five tours daily (full details in ad on opposite page).

### HERE'S WHAT TO LOOK FOR IN CALGARY —

#### **CALGARY EXHIBITION & STAMPEDE GROUNDS —**

**Victoria Park—17 Ave. & 2 St. S.E.**

Home of the "Greatest Outdoor Show on Earth", the grounds of Victoria Park always have something of interest even when the big show is over. The "Corral", one of Canada's foremost sports arenas features a gallery of pictures of sporting events back to the early days. This fine display lines the walls of the entire concourse circling the main arena area. The "Big Four" building is the world's largest curling rink and multi-purpose exhibit building. "Old Fort Calgary" takes you back to days when pioneers were making the west. Horse shows, bull sales, 4-H Club activities, sheep, cattle and swine shows, horse racing and numerous other events are staged regularly at Victoria Park. No charge except for special events.

#### **READER ROCK GARDENS —** **26 Ave. & 2 Street S.E.**

Wandering in profusion over a wide area of hillside, this is a horticultural wonderland. Over 2,000 shrubs, trees, and plants from around the world, each carefully identified, can be found. Natives of Asia and Europe, South Pacific and Orient make the park a delight to anyone with an interest in horticulture. No charge, of course.

#### **CALGARY STOCKYARDS —** **21 Ave. at 12 Street S.E.**

A focal point for livestock in the west. With daily auctions of the finest beef, a major shipping point to all areas, the sprawling yards are a fascinating spot to anyone with an interest in livestock. Nearly 100 million dollars a year in stock passes through the Calgary Stockyards.

#### **BREWERY GARDENS & HATCHERY —**

**9 Ave. at 15 Street S.E.**

Acres of smooth lawns, shady walks and colorful shrubbery surround the largest trout hatchery on the continent. Meandering streams of clear spring water trickle through pool after pool, each containing fish of all sizes. A peaceful, relaxing spot visited by hundreds of thousands each year, who not only enjoy the spectacular surroundings, but the natural setting for trout of all varieties. Be sure to take your camera. Free every day of the week.

#### **BREWERY AQUARIUM —**

**9 Ave. & 15 Street S.E.**

Canada's only inland aquarium is located at the beautiful Brewery Gardens. A fascinating array of fish from around the world are displayed in typical surroundings in each glass-walled tank.

#### **HERITAGE PARK —**

**Glenmore Park—82 Ave. S.W.**

The true Old West is here for your pleasure. Authentic buildings of the early days in the Canadian west, each in operation just as many years ago. A Blacksmith Shop, complete to the working "Smithie"; a little Red School House, complete with outdoor "biffies"; a genuine General Store; Log Church; Carriage House, with horses in the stalls; a homesteader's Sod Shanty, complete to the last cooking utensil; an Indian Village; even a Stockaded Wall for the youngsters to play in — and so much more. Only a quarter admission for adults, kids free if accompanied. Don't miss it!





All tours leave  
from

Greyhound Terminal

7 Ave. & 1st St. S.W.



Children  
under 12  
Half Fare.

## Discover Calgary by Sightseeing Bus

... four wonderful lectured tours

1. **DELUXE TOUR** — \$3.00, 2½ hrs. (approx.). Daily at 9:30 a.m. and 1:30 p.m., June 15th to Sept. 15th; 6:30 p.m., July 1st to Aug. 31st. An outstanding lecture tour, which includes main points of interest in the city—The Jubilee Auditorium, The Zoo and Dinosaur Park, Aquarium and Horseman's Hall of Fame as well as the beautiful residential districts overlooking the Bow and Elbow Rivers. Guests will enjoy seeing and hearing of Calgary's "Fort to Fortune" transition brought about by farming, ranching, oil and natural gas.
2. **HERITAGE PARK TOUR** — \$2.00, 2½ hrs. (approx.). Daily at 1:30 p.m., June 15th to Sept. 15. The Old West Lives Again—a pioneer homestead, complete in every detail, — a reconstructed pioneer village, with its general store not only faithfully reproduced, but doing business with the merchandise and methods that only Grandpa can remember. See the old "Smithy" shop and the fur trader's fort. Ride the historic narrow gauge Steam Train or the Stern Wheeler River Boat. In this park you will find a fascinating world where the newest exhibit is 50 years old. Bring the children and everyone bring a camera.
3. **CALGARY BANFF** one day combination tour — \$15.00, 12 hrs. (approx.). Daily 9:30 a.m., June 15th to Sept. 15th. Tour includes Deluxe tour of Calgary, trip to Banff via Greyhound, a trip to the top of Sulphur Mountain on the Gondola Lift and dinner at the Mount Royal Hotel before returning to Calgary on one of Greyhound's convenient schedules.
4. **CALGARY, BANFF, LAKE LOUISE** one day combination tour — \$15.00, 12 hrs. (approx.). Daily at 7:00 a.m., June 15th to Sept. 15th. Tour includes Greyhound trip to Banff, a Gray Line lectured tour from Banff to Lake Louise and return, lunch at the Mount Royal Hotel and a visit to the Canadian Wax Gallery in Banff before returning to Calgary on Greyhound.

Children, 5 and under 12, Half Fare.

For further Information and Details of Hotel and Motel Pickups Call

**CALGARY GRAY LINE LIMITED**

TERMINAL: 262-2131

— OFFICE: 266 - 3820



**REAL PICTURE COUNTRY**





## Points of Interest

### INGLEWOOD BIRD SANCTUARY 9 Avenue and River

A year-round haven for waterfowl. Warm springs that keep water temperature at 40 degrees or higher all year provide open water even in the coldest weather. Simply follow 9 Ave. East as far as the river, follow the signs to this interesting birdland.

### CALGARY ZOO — St. George's Island

Canada's largest, with over 1,200 live exhibits. Educational yet easy to enjoy, the Zoo continues to grow every month. There are hundreds of most unusual exhibits. Recently received are a pair of camels, an adorable pair of baby gorillas, just to mention a couple. Visitors find so many fascinating exhibits it's hard to know where to start. The ant-eater, "Sir Antsalot"; the baby elephant, "Gyro"; the talking myna bird, "Jackie"; the penguin twins, "Snow and Bank"; all the fun of a well-planned zoo is yours — no charge. Of particular interest is the kiddies' section, where special "Zooperintendents" are on hand to help youngsters meet animals their own age on a person-to-animal basis. Don't miss the Zoo, and don't fail to take your camera and lots of film.

### CALGARY NATURAL HISTORY PARK — St. George's Island

The history of time unfurls in dramatic fashion at the "Dinosaur Park". You enter under the wings of a faithful reproduction of a Pterandon, a creature that weighed only 67 pounds but had a wing-spread of 27 feet. Every creature you've read and heard about is depicted, in real life size. "Dinny", the Brontosaurus, all 120 tons of him, joins with the diminutive Dawn Horse in creating a never-never land for you and your camera. No charge, of course.

### CALGARY INTERNATIONAL AIRPORT—McCALL FIELD — Airport Road

The only Canadian terminal currently offering roomettes, cocktails, nightly entertainment and every modern facility. Be sure to see the striking mural in the main waiting lounge. Ample parking. Don't miss this on your tour, one of the most remarkable terminals on the continent, with facilities to handle the biggest jets now flying.

### CALGARY'S FRONTIER & WAX MUSEUM — 706 - Centre St. S.

A fascinating, educational display depicting life in the early days of the West. Miniature dioramas, life size figures, historical artifacts, chamber of horrors plus many other unusual exhibits make this a "must" for young and old. Nominal admission charge.

### CALGARY BREWERY "HORSE- MAN HALL OF FAME" — 9 Ave. & 15 Street S.E.

Never a museum quite like this one. This life-sized, full-drama exhibit will let you see the men who made the west at first hand. Never in history has such painstaking detail gone into establishing such a vivid, accurate story of our country's pioneers. Don't visit this unless you have time enough to look and see and feel the story the Hall of Fame offers. As you find so often in friendly Calgary—no charge.

### SPECIAL TOURS —

Often, you may want to see just how an industry operates. Maybe you've wondered how a newspaper is printed, a passenger-car tire is made, a hotel kitchen handles hundreds of meals a day.

Many special tours can be arranged to suit your group. Please remember that a reasonable notice is needed, and that industry can cater to several, but not always to one or two.

Two, always-available tours are yours for the asking, anytime. Others, with nominal notice.

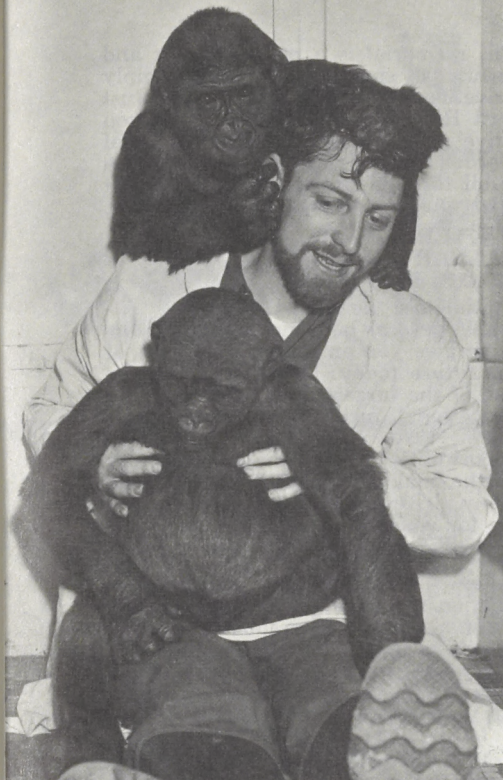
### ALBERTA DISTILLERS LTD. —

This modern plant, at 14 Street and 34 Ave. S.E., produces some of the fine Canadian liquors you have enjoyed over the years. See it made for yourself with regular tours every Friday at 2:00 p.m. No charge at any time. Group tours easily arranged for other times. For details, call 273-1545 or 269-1677.

**CALGARY BREWING & MALT-  
ING CO.** — One of Canada's pioneer breweries, yet modern as next year, Calgary Brewery offers guided tours Monday to Friday at 10:00 a.m., 11:00 a.m., 1:30, 2:30 and 3:30 p.m. Even for children, this is an educational, interesting-every-step tour that everyone will enjoy. Naturally, no charge.

**AND BRING YOUR  
CAMERA!**





*Baby Gorillas in Calgary Zoo*

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*The Beautiful Calgary Brewery Gardens*





## Points of Interest

### **PROVINCIAL INSTITUTE OF TECHNOLOGY AND ART — 16 Ave. & 9 Street N.W.**

A cultural and technical centre, providing training in a wide range of skills and arts. The main building overlooks lovely Riley Park, with the many classrooms and shops spread around the campus. Visitors are always welcome at this training institute.

### **RILEY PARK — Between 9A & 12 Street N.W. at 5 Ave. N.W.**

Originally a portion of the homestead of one of the early settlers, Thomas Riley, this park almost insists you relax and enjoy it. Broad lawns, huge shade trees, picnic areas, wading pools and attractive floral displays make this a true beauty spot. Cricket matches played here every Saturday. No charge.

### **BURNS MEMORIAL GARDENS—**

Natural sandstone, taken from the home of one of Calgary's pioneer citizens, Senator Patrick Burns, has been used to create this unusual and beautiful rock garden. Sweeping across the slopes of the Technical School grounds from 9A Street over the hill,

this memorial is a mass of color and beauty all summer. To see it, simply drive north on 9 Street N.W. Just past Riley Park, on your left as you drive up the hill, is Burns Memorial Gardens. Park your car and enjoy a stroll through the winding paths that lead you through these quaint gardens.

### **UNIVERSITY OF ALBERTA, CALGARY — 26 Ave. & 26 Street N.W.**

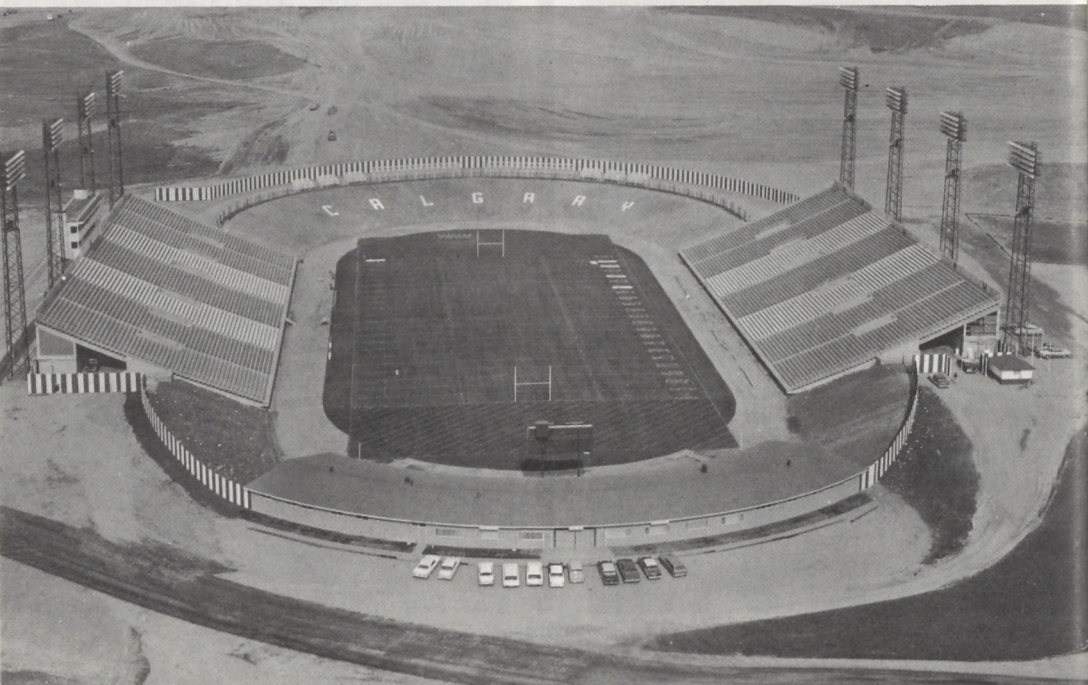
Canada's newest University. Already, several buildings up and operating give you an intimate glimpse of the future today. Destined to become one of the largest and most complete educational institutions on the continent, U.A.C. already offers you an opportunity to see a major university in the making. Cruise through the many driveways in the campus and see for yourself.

### **VIEW POINTS —**

Few cities have a geographical location the equal of Calgary. Starting in a valley, and gradually growing up and over the surrounding hills, the city can supply some tremendous view points. A few are listed below for your interest.

**Crescent Road View Point —** Overlooking the entire downtown area, with ample parking, this is one of the finest views of any city. With many gracious homes behind the view point, Crescent Road provides a perfect spot for photography, or just pleasant viewing. Follow Centre St.

### *Canada's Newest Football Field — McMahon Stadium*







# AM 2-3812

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North to 7 Ave. N.W., turn left, and the "White Hatter" tour signs will lead you to this wonderful view point.

**Spruce Cliff View Point** — Here is a truly breath-taking view. To your left, the Bow Valley with the river winding through, and the suburban towns of Montgomery and Bowness. Ahead, the sweep of homes and business areas; to the right, the downtown skyline. Drive west on 17 Ave. W. to 33 Street W. and follow the "White Hatter".

**Britannia Drive** — In a distinctive district, this view point provides a sweeping view of Glenmore Dam, the Golf & Country Club, with a back drop of the Rockies. Follow Elbow Drive south to Britannia District, let the "White Hatter" tour signs lead you through the district to this distinctive view point.

### **McMAHON STADIUM —**

Recently completed, the new sports stadium is not only one of the largest in Canada, but features every modern innovation. Located on the North Hill, just off Highway 1A, McMahon Stadium is located to fit in with the campus of the new University of Alberta, Calgary, now under construction. See the many modern University buildings just north of the Stadium.

### **CALGARY SHOPPING CENTRE—** **16 Ave. between 14 St. & 17 St. N.W.**

Second largest in Canada, with dozens of stores and shops, parking for 3,000 cars, this is a complete one-stop shopping centre. Superb specialty shops, modern beauty shops, department stores, supermarkets and restaurants combine to make this worth a visit.

*Better than 9,000 Students a Year utilize these Training Facilities*

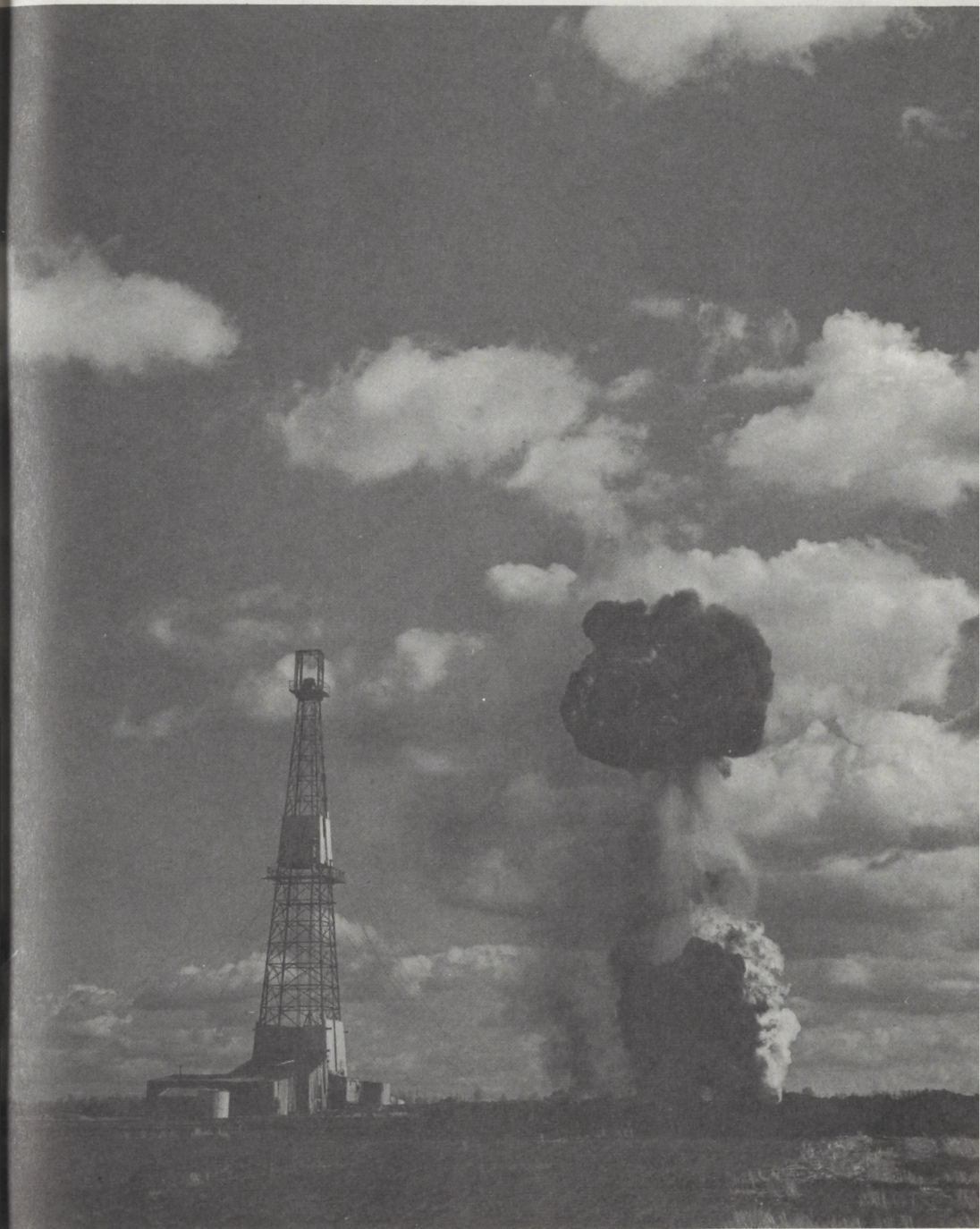






*There's Always Something of Interest in Calgary — Summer or Winter*





*Another producer 'blows in' near Calgary. This is not a "Gusher", which means a well that is out of control. Today a Gusher is a rare accident, for petroleum is much too valuable to waste. This photograph shows a well soon after its birth, when oil coming up the hole is mixed with mud, water and chemicals used in drilling. As the well "clears its throat" the mixture, contaminated and useless, is burned for a few minutes before the well begins to produce clean oil.*



## **THE SOUTHERN ALBERTA JUBILEE AUDITORIUM** 14 Ave. & 14 Street N.W.

A gift to the southern portion of the province by the Alberta Government, this magnificent auditorium is open daily for your pleasure. Guides are always available to give the details that make this one of the finest of its kind in North America. Completed at a cost of 4½ million dollars, the auditorium seats 2,760 people in acoustically perfect surroundings. Located high on a hill with a panoramic view of Calgary, you will enjoy every minute of your visit to the Jubilee Auditorium. No charge.

## **BOWNESS PARK — Bowness**

Just seven miles from the city limits, this is real family playground area. Canoeing, miniature golf, dancing, or just plain loafing are yours to choose. Picnic areas always available. Very small gate charge.

## **HAPPY VALLEY — No. 1 Highway West**

Here, in Canada's largest (460-acres) man-made recreation area, you can find the sort of pleasure your family likes. You have to see it to believe it. Golfing (pitch and putt, miniature and driving range), trout fishing (no catch—no cost), go-carts, barbecue areas, riding, swimming, trampolining — you name it. Full winter fun, too. A reasonable dollar per car gets you access to this fascinating fun area. Stop for your share of the pleasure available every day, all day.

## **BOMBER DISPLAY —**

One of the proudest, hardest - working aircraft in World War II was the then - immense Lancaster Bomber. Long since obsolete, the "Lancy" created a legend that refuses to die. A group of Calgary citizens, led by former Air Force members with fond memories of the Lancaster, purchased one of the few remaining. Today, it sits, impressive, historical and interesting, on the grounds at Calgary International Airport. Stop for a look at this grand old warrior—and have your camera with you for a real conservation-piece photo.

## **HOSPITALITY CENTRE & 5934 LOCOMOTIVE —**

The largest steam locomotive in the British Empire sits proudly on display in Mewata Park. A miniature railway station in conjunction is also a year-round information centre, open for your convenience and service.

Designed before the advent of the diesels, the Selkirk type locomotives were used to pull passenger and freight trains alike over the mountains. These mammoth units were declared obsolete with the coming of

the diesels. One locomotive, 5934, has been preserved for all time at Mewata Park. Bring your camera and come prepared to enjoy a close-up of one of railroading's finest creations. Don't miss this exciting exhibit. Have your picture taken at the throttle of this railroading giant. No charge anytime.

## **ALLIED ARTS CENTRE — 9 Ave. at 8 Street S.W.**

The cultural centre of Southern Alberta, the Allied Arts Centre is the home of every type of arts and crafts. Exhibits held regularly of many handicrafts and arts, with permanent displays of model trains, paintings and Indian art. No charge except for special events.

## **CHINOOK SHOPPING CENTRE — Macleod Trail at 66 Ave. S.W.**

A 12½ million dollar centre. From department store to bowling alley, and from fine restaurants to unusual specialty shops, this recently-opened centre features a delightful mall to make shopping a pleasure. Plenty of parking (3,500 cars) makes this an easy and pleasant location for shopping enjoyment.

## **GLENMORE DAM — 66 Ave. & 14 Street S.W.**

Calgary's prime water source, Glenmore Dam is just coming into its own as a true beauty spot. Very soon, boating, fishing, picnicking and all the other outdoor pleasures will be available. Until then, the sheer beauty of a sunset over Glenmore is worth a visit to this pleasant location.

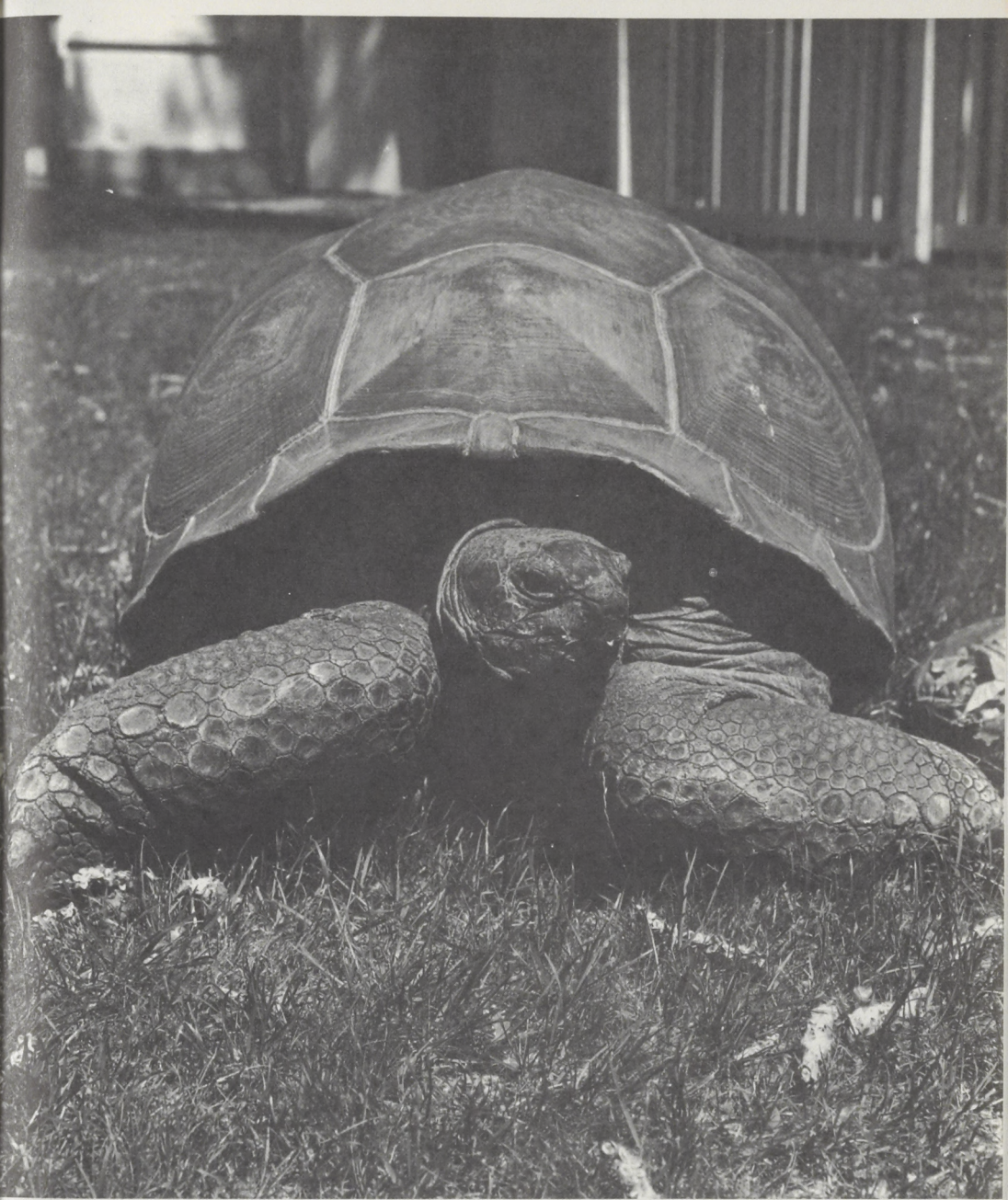
## **RESIDENTIAL AREAS —**

Calgary offers many distinctive residential areas. Sedate, lovely Mount Royal is one of the city's older districts. As such, massive trees, immaculate lawns and corner parks add to the distinctive architecture. Mayfair, one of the newer districts, offers striking homes in attractive surroundings. Many new, medium-priced districts provide an excellent opportunity to see project developments at their best. Thorncliffe, Meadow Lark Park, Glendale Meadows, Kingsland and many others will provide a pleasant drive.

## **CENTRAL PARK — South of 12 Ave. W. between 3 & 4 Streets West**

A mass of colour, with shaded benches that invite relaxation, here is a park of peace and beauty. The Cenotaph, memorial to heroes of two Great Wars, faces 4th Street. Every inch of the park is a tribute to the fine work of the Calgary Parks Department. Stop over for a few minutes to enjoy peaceful strolls through this magnificent park. The main branch of the Calgary Public Library is located at the east end of Central Park.






*One of the Hundreds of Fascinating Exhibits at Calgary Zoo —  
Canada's Largest*



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to  
**CALGARY**







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**TRANS-CANADA HIGHWAY - 14th STREET to 19th STREET N.W.**



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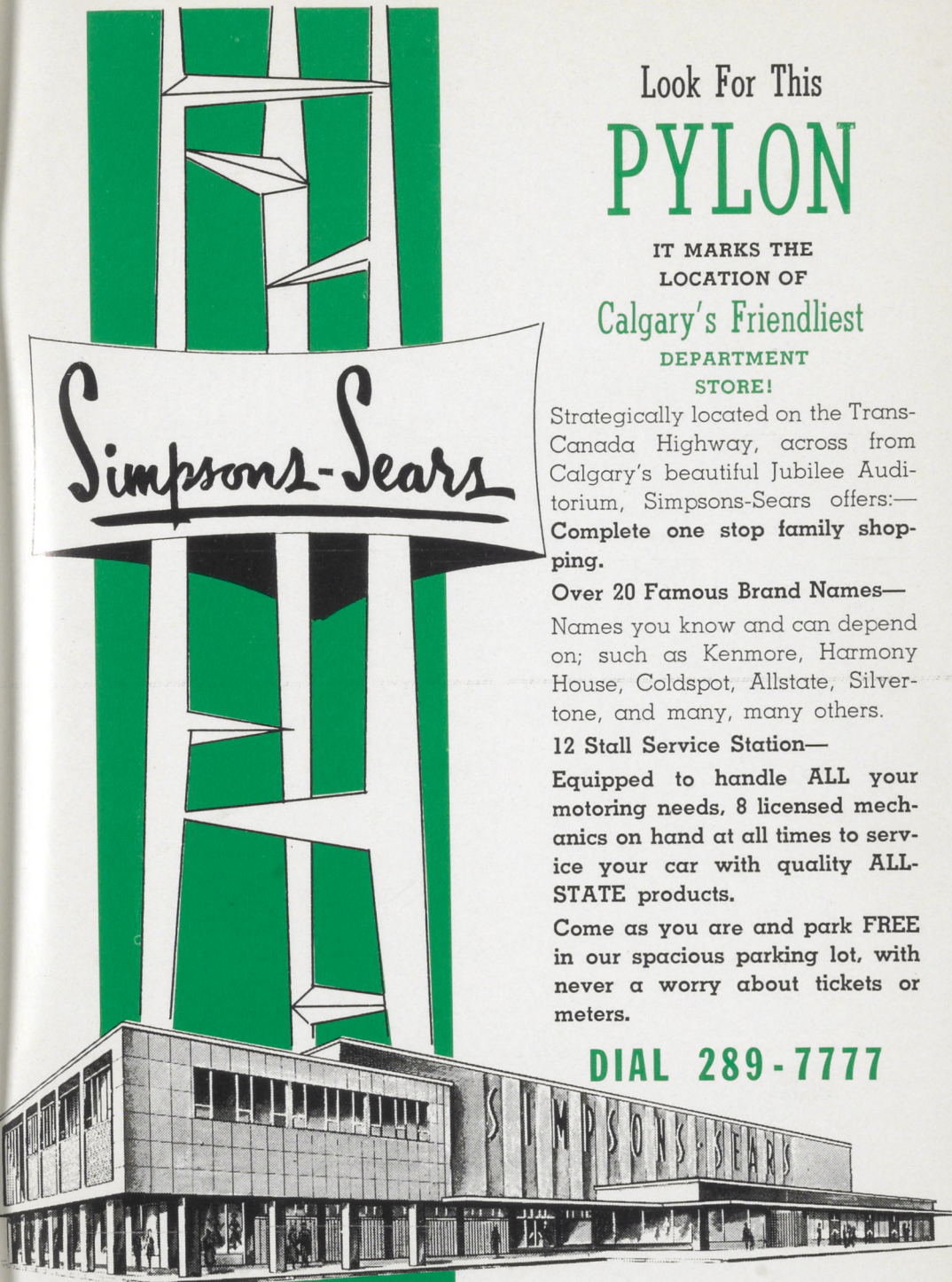
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## CALGARY BREWERY AQUARIUM — GARDENS AND HORSEMAN'S HALL OF FAME

One of the most beautiful spots in Calgary is at the Brewery Gardens. See the only inland aquarium featuring deep-sea specimens, native western fresh water fish, reptiles and seasonally, North America's largest trout fish hatchery. The Horseman's Hall of Fame contains life-like figures of historical characters and is a noteworthy sight. Both of these attractions are free to the public—and you can spend hours of time viewing the different specimens. The Gardens, with their stocked pools of Canadian Game Fish present an ideal spot to spend a quiet afternoon. The public is cordially invited to visit the Brewery Gardens at any time.

## CALGARY BREWING & MALTING CO. LTD.

CALGARY

EDMONTON

